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DISOLVES
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Cream for
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METAL SPRINKLER TOPS

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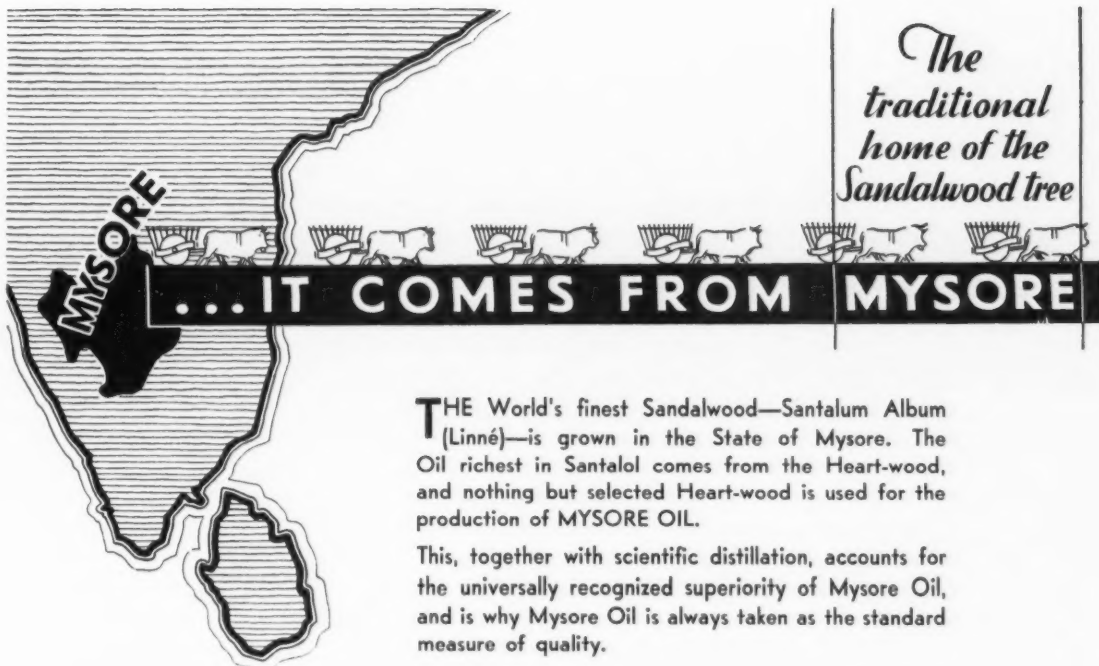
ultivated in the beautiful sheltered rose valleys of Bulgaria is the "Empress among Flowers," the glorious Bulgarian Rose. A constant loyalty to this stateliness governs Pappazoglou in their controlled production of Otto of Rose d'Or, without deviation. Sole American distribution through Ungerer & Co. positively assures you matchless purity and quality in this aristocrat of volatile oils.

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Published monthly by Robbins Perfumer Company, Inc. Publication office, Chestnut & 56th Sts., Philadelphia, Pa. Editorial and Executive offices, 9 East 38th St., New York, N. Y. Subscription price \$3.00 a year U. S. A. and Canada; Foreign \$4.00. Volume 37, No. 6. Entry as second class matter at the Post Office at Philadelphia, Pa., pending.

from California *to Calcutta*

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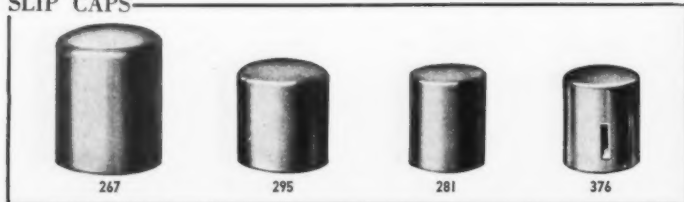
Wherever perfumes and cosmetics are manufactured or sold—wherever drugs and proprietary medicines are dispensed—wherever photographic supplies and chemicals are used—you will find **KIMBLE VIALS** serving as “unit carriers” to the buying public. Why? Because these light-weight, stream-lined, crystal containers are ideally suited to modern needs—fully transparent, thoroughly annealed for strength, perfectly sanitary and tamper-proof, and extremely colorful and appealing due to their adaptability to unlimited styles of labelling and closures.

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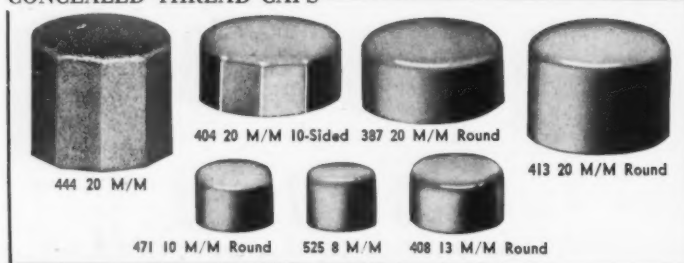
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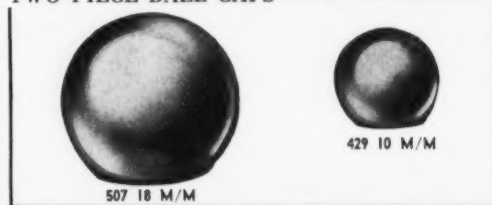
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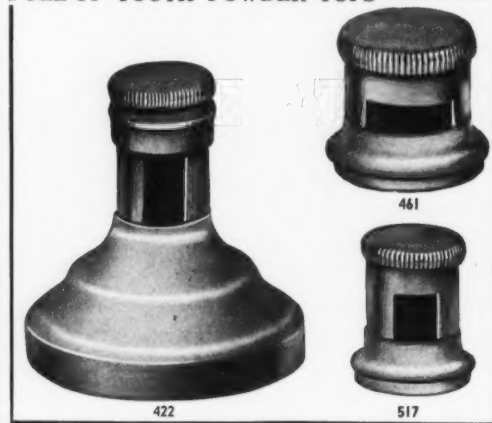
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THANKS and GOOD CHEER

*T*HIS year's holiday season approaches under circumstances far more auspicious than those which accompanied the same period in 1937. *Then* business was going precipitously down grade; now it is on the opposite slope climbing steadily and easily upward. Only once in the past fourteen weeks, and that at election time, has the weekly index of industrial activity failed to show a gain over the week before. It was not long ago that the automobile industry, one of the country's most significant business barometers, indicated its confidence that 1939 would be a banner year by boosting its production estimates from an original increase of 15% to 30% above 1938 figures. In our own industry many a perfume manufacturer who was confronted last year with alarming returns of unabsorbed Christmas merchandise, now finds it impossible to supply the trade's demands.

These considerations augur well for the coming months and it would seem, therefore, to be a matter of smart planning rather than unwarranted optimism for perfume and cosmetic manufacturers to organize their lines in anticipation of a good year rather than a poor one. In this connection, please remember that our Perfume and Research Divisions are both ready and anxious to assist you.

Meanwhile, may we offer our sincere thanks and appreciation for the generous patronage accorded our products, and at the same time extend to our many friends cordial good wishes for Christmas and the New Year.

FRITZSCHE BROTHERS, Inc.



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..... THAT'S how you can achieve a *true* jasmine effect at *synthetic* jasmine cost. That is how you can render your product more subtle, more appealing, and decidedly more salable.

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So turn to JASOLEA and we'll guarantee you one of the finest jasmine reproductions available and in addition one of the perfumer's most useful and adaptable odors. It is offered in the following grades:

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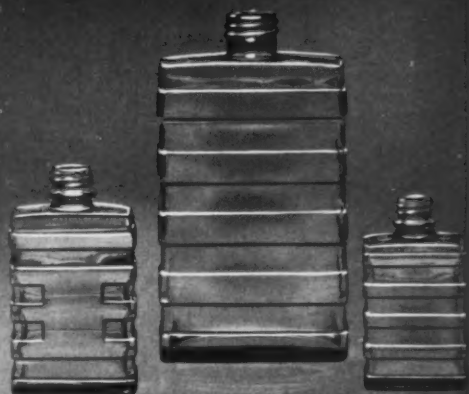
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But you don't make your profits on one-time sales. It's the *second* sale—the repeat business—that brings your real profits. And so you must change these women into steady, repeat users of your brand.



Turn 'Try-ers' into REPEAT BUYERS



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The sure way to satisfy "try-ers," and make them steady customers, is to give them superior quality... *APLI quality!* APLI-made rouge and lipsticks are ultra-smart in shades. They are easier to apply, do not change color, and have lasting indelibility.

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sizes

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“I like the looks of that”

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Maryland Flint Bottles

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of the season

Our thanks and appreciation for
your cooperation.

May your New Year be one of
happiness and success.



Florasynth
LABORATORIES, INC.
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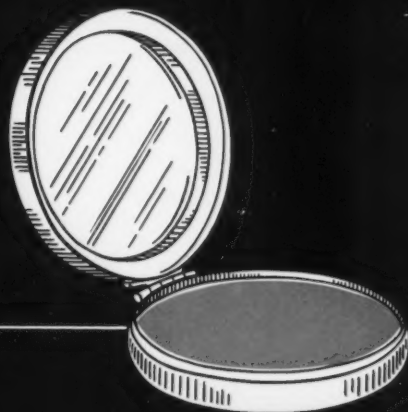
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How do your products "STAND UP" when they reach the customer?

To a large degree, the permanence of your preparations is dependent upon the attention you give to the use of an effective preservative in manufacturing. Losses due to spoilage by fermentation and putrefaction, including mold growth, may result from negligence in this respect. Such losses

frequently occur in spite of extraordinary precautions taken in the selection of raw materials, and the care exercised in manufacturing and packaging.

After long experimentation in the Merck Research Laboratories, we are pleased to announce

BUTOBEN

Reg. U. S. Pat. Off.

(n-Butyl Parahydroxybenzoate Merck)

a preservative effective in acid, alkaline, or neutral conditions, which should meet the requirements of manufacturers of cosmetic and pharmaceutical preparations.

BUTOBEN (n-Butyl Parahydroxybenzoate Merck) is a white, odorless, stable, non-toxic powder, effective in small quantities. It has been found to be more

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• Only 3 ounces of Butoben are required to preserve a 105 gallon batch of cosmetic lotion.

• A 10 pound package of Butoben will replace a 100 pound barrel of Benzoic Acid, Sodium Benzoate or Salicylic Acid.



Write Today For This Useful "Table of Comparison"

Many interesting comparisons of Butoben with other preservatives are listed in our folder "Preservatives—a Table of Comparison." This useful table, together with a working sample of Butoben, will be mailed on request.

MERCK & CO. INC. *Manufacturing Chemists* **RAHWAY, N. J.**
NEW YORK **PHILADELPHIA** **ST. LOUIS**

In Canada: Merck & Co. Ltd., Montreal and Toronto

A great step forward . . .

**making fine aromatics more readily available to
enhance the sales appeal of your products**



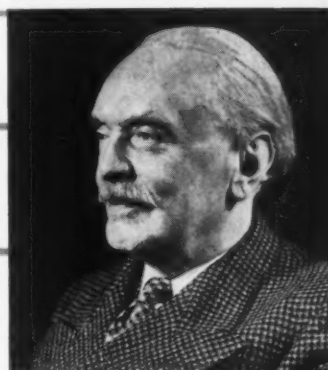
D. A. Bennett

President, Albert Verley, Inc.

and

Dr. Albert Verley

Etablissements Albert Verley, Paris



announce the organization in the United States of

Verley Chemical Company

Dr. Albert Verley, President and Technical Director

. . . to manufacture in America under Dr. Verley's
active personal supervision — for exclusive dis-
tribution by Albert Verley, Inc. — the fine chemicals
and aromatic substances heretofore available only
from Dr. Verley's European laboratories . . .

This is ➡
a great ➡
advance ➡

*Why this is a memorable event in the
history of perfumery in America . . .
and what it means to you » » » »*

**The Record
of some of Dr. Verley's achievements
in aromatic chemistry . . .**

- His first important accomplishment of note—the discovery and patenting of the ozone process for producing Vanillin, almost forty years ago.
- And a short time afterward, the discovery of Undecalactone (Peach Aldehyde).
- Dr. Verley was the first to discover and publish the real formula of Nerol and to find the means to transform Geraniol to Nerol.
- He was the first to discover and utilize the Cyclo-Acetals which were a new class of Organic Compounds.
- Dr. Verley has pioneered and contributed greatly to the research and manufacture of the entire series of FATTY ALDEHYDES. He was the first to commercially manufacture the ALDEHYDES C-8, C-9, C-10, C-11, C-12, and C-14 (MYRISTIC ALDEHYDE) in their pure state.
- More than thirty-five years ago, Dr. Verley developed HYDROXYMETHYL HEPTENONE, which was the first product of the TERPENIC Series in this class and led four years later to the preparation of HYDROXYCITRONELLAL.
- And many other important discoveries, amongst them the synthetic reconstitution of the Irone of Tiemann.



Dr. Verley will announce in the future many new materials, heretofore unknown, which will be manufactured for the first time in America under his personal supervision. That the works of this pioneer shall now be devoted principally to the American trade, is an acknowledgement and tribute, we feel, to the remarkable development of American perfumery and to the ability of American perfumers to equal or excel the finest creations originating anywhere else in the world. It is the sincere hope of the House of Verley that this new step may still further advance the perfumer's art as practiced on American soil. » » »

Another important announcement by

D. A. Bennett and Dr. Albert Verley

ALBERT VERLEY, INC. and VERLEY CHEMICAL COMPANY

and

... a new arrangement for your supply of fine floral oils, from a source never before available to American perfumers

... an affiliation with

V. Mane Fils

Bar-Sur-Loup, near Grasse, France

To produce natural floral absolutes and special oils exclusively for the American customers of Albert Verley, Inc., under the supervision of Doctor Albert Verley . . .

Facts about V. Mane Fils

- Specialists in floral oils since 1871.
- Suppliers to a great many of the largest perfume establishments in France and elsewhere, as well as to other manufacturers in the Grasse district, heretofore. Now affiliated with Albert Verley, Inc., exclusively for the United States, Mexico, Canada, and Cuba.
- Floral Essences — Absolutes — Resinoids.
- Essential Oils — Constituents of Essential Oils.
- Specialties: Lavender Barreme, Iris, Mousse de Chêne, Pommades.

3 plants

near Grasse

Y ALBERT VERLEY, INC. and V. MANE FILS

At BAR-SUR-LOUP — in the heart of the Grasse area in close proximity to the flower fields, conducive to the receipt of rich, fresh flowers, and making their immediate extraction. This makes for the finest possible Absolutes which have the total character of the living flowers.



Notre Dame Plant



Barreme plant — the largest, and only exclusive, distillery in France devoted to the production of Lavender



Offices and Laboratory, Bar-Sur-Loup

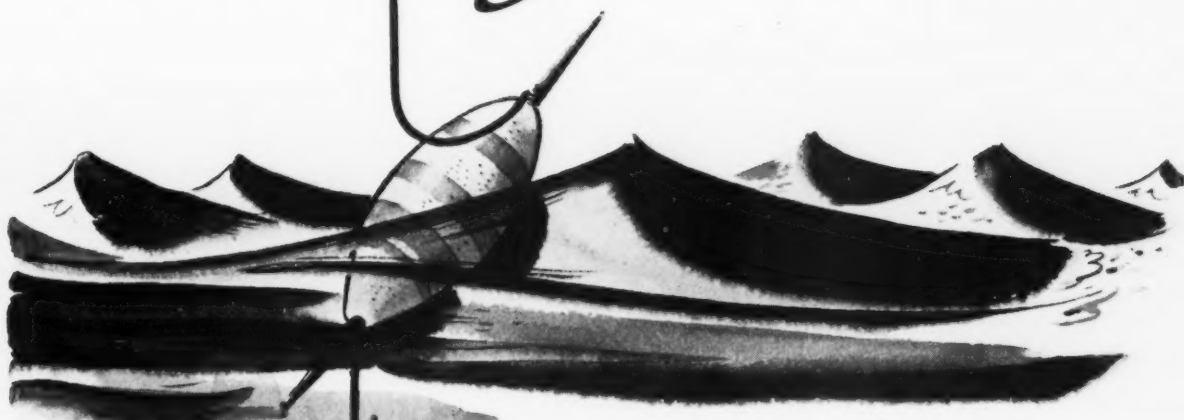
Again, the house of Verley provides you with new inspirations to greater achievements in perfumery. Watch for announcements from time to time of the new developments which play an important part in making your creations more successful. Consult our technical staff freely at any time regarding your problems in aromatic chemistry—and look first to Verley for the fine things you need for that extra note of distinction.

Albert Verley *aromatics*

ALBERT VERLEY, INC., D. A. Bennett, President, 1621 Carroll Ave., Chicago, Ill.
114 East 25th Street, New York • Mefford Chemical Co., Los Angeles

WE DON'T

"go fishin'"



● We don't "go fishin'" when you ask us to help you with your container, closure, label or carton problems.

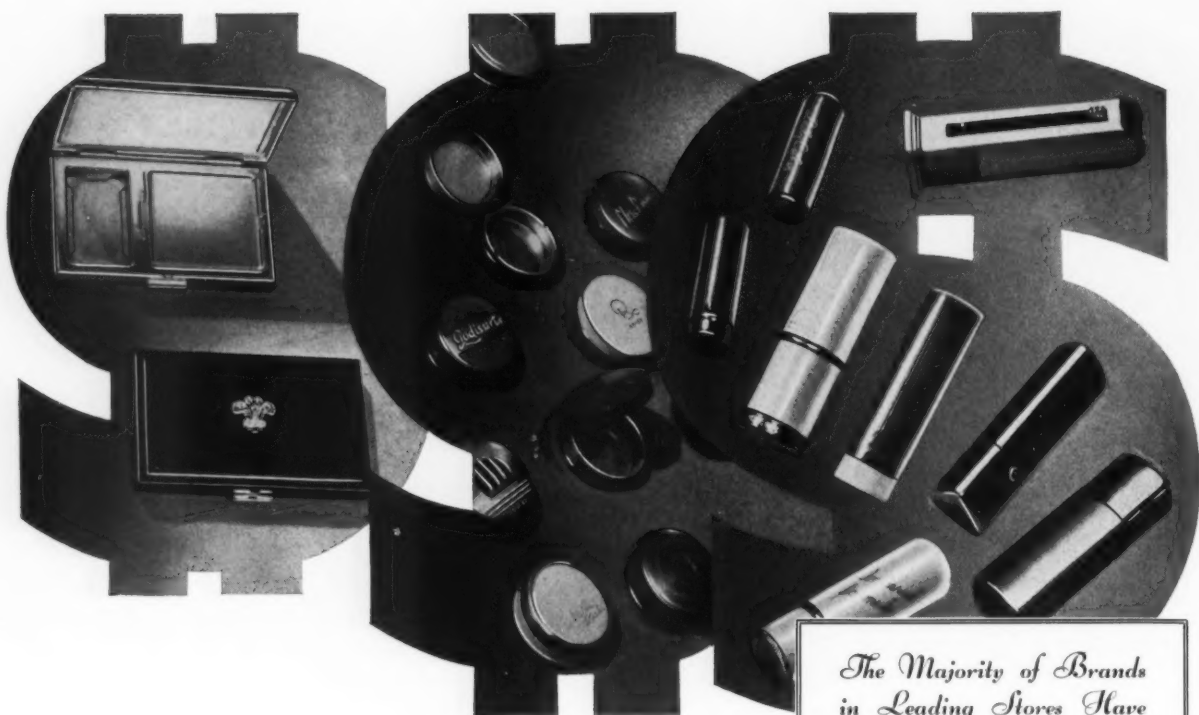
We knuckle right down—call together men who have had years of experience in the field of containers.

We look at your problem from *all* angles—get your views—regard the consumer's views—and create new ideas—the result is a container that not only contains, but also SELLS—a Sales-package.

We are at your service with branch offices in most principal cities. Write or call us. Owens-Illinois Glass Company . . . Toledo, Ohio.

OWENS-ILLINOIS
"First in Glass"





Samples of Fortune

*The Majority of Brands
in Leading Stores Have
Scovill-made Containers*

37 out of 43 famous brands
of cosmetics carried by Cleve-
land's famous May Company
are made by Scovill customers.

. . . Good fortune for those manufac-
turers who used Scovill facilities for making
vanities, lipsticks, dispensers, closures and
other types of containers . . . good fortune for
the retailers who carried those lines.

Easily recognized is the artistry by which
Scovill's Drug and Cosmetic Container Divi-
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hidden is the able Scovill engineering that con-
trived short cuts in production and frequently
found ways to make the product more *practi-
cal* as well as more economical.

Scovill's many-armed metal-work-
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Whether your article is in the form of
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Scovill is prepared to work from it. Ask
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facturers do.

Today, write or call one of the
Scovill offices below. Or address the
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★ SCOVILL MANUFACTURING COMPANY *Drug and Cosmetic Container Division*

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The American Perfumer



R. F. ROGERS,
New York Representative

H. J. HOOLE,
Chicago Representative

M. R. TRAGERMAN,
Art Director

Published monthly by The Robbins
Perfumer Company, Inc.; Publica-
tion Offices: 56th and Chestnut
Streets, Philadelphia, Pa. Editorial
and Executive Offices: 9 East
38th Street, New York. Telephone:
CAledonia 5-9770; Cables: Rob-
inpub, New York; Codes ABC 5th
Edition; J. H. Moore, President
and Treasurer; Harland J. Wright,
Vice President; F. C. Kendall,
Secretary; R. F. Rogers, Repre-
sentative; Harry J. Hoole, Repre-
sentative, 1328 Peoples Gas
Bldg., Chicago, Harrison 5858;
Business Publications Bureau, Repre-
sentative, 4814 Loma Vista Ave.,
Los Angeles. The Robbins Per-
fumer Co. is owned and operated
by The Robbins Publishing Co.;
J. H. Moore, President and
Treasurer. Subscription rates pay-
able in advance: United States
\$3.00 a year; Canada \$3.00 a
year; Foreign \$4.00 a year. Sin-
gle copies 30c. Volume Thirty-
six: Number Ten. Copyright
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The American P E R F U M E R

COSMETICS · TOILET PREPARATIONS

WILLIAM LAMBERT
Editor

HARLAND J. WRIGHT
Publisher

MAISON G. DE NAVARRE, Ph.C., B.S.
Technical Editor

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THE STRENGTH OF A PERFUME "STRUCTURE" IS ITS FIXATIVES

It is little use to have a delightful odor in your perfume, soap, powder or cream unless it is lasting. Effective fixing of a perfume is a complex thing, so many factors have to be considered.

Nearly always the fixative affects the odor complex in important ways. It often adds depth as well as fixes—and it may also act as a blender. A fixative should not always be added as a last step in a routine way. Sometimes it should be the first step and the whole composition built on it.

One of the best ways to size up the standing and facilities of a perfume house is to note the scope of their line of fixatives and mastery of their use. Some of the important Schimmel Fixing Agents are—

Ambergris W. art. An excellent substitute for the costly natural product. So low priced it has a wide range of uses. More stable than the natural.

Osmodor Ambrone Effective and lasting fixative of fine amber note. Excellent for sultry modern compounds.

Muscaro W. art. Has the same effect as the natural musk in merging, intensifying and leveling off the ingredients of a composition.

Osmodor Cabardon A musk base. A 3% solution makes a very satisfactory substitute for the natural tincture of musk.

Civet Paste W. art. Especially important because natural civet is difficult

to obtain. Gives a composition life and zest. Also adds a valuable musk by-odor.

Osmodor Bomal A very effective fixing agent of balsamic character for chypre, fougere and heavy type of bouquets.

Resinoids and Extrols have valuable fixing qualities because of their resinous character. Fresher and more lasting odors because extracted by volatile solvent process. Many are light colored.

Fixoresins Schimmel & Co. Low priced, light colored resinous fixing agents. Work out particularly well in soap. Stable against alkali.

Write us about your fixing problems and let us advise you in detail.

SCHIMMEL & Co., INC.

601 West 26th Street, New York City

CHICAGO

Cleveland

LOS ANGELES

Cincinnati

TORONTO

New Orleans

CURRENT COMMENT

THE RURAL MARKET

It may sound commonplace to say anything about the rural market, in the way of suggesting more intensive cultivation.

But a study of many staple lines shows a sharp increase in consumption on the part of the rural or farm areas.

In a line akin to luxuries, so much effort is put upon the city market. To be sure, the city proper pays the better prices for quality merchandise. But in the past twelve months the smaller towns, as centers of farmer buying power, are selling goods in astonishing fashion.

Many concerns are not keyed to develop this market.

But the adjustment would not be difficult to make and may well be worth the effort.

Because, in large centers W. P. A. workers and mass production workers have not increased their buying power appreciably, whereas farm and rural income has been relatively good for about three years.

Those people are getting out from under mortgages—are getting cash that can be spent.

And the feminine side of the household will spend her share for what she wants.

Our industry generally should make increases in the rural areas. If you are not—look into it.

THE SMALL MAN GROWS

An analysis of any ordinary industry will disclose 20% of the concerns doing 80% of the volume. There remains then 20% volume to be done by 80% of the manufacturing units.

This is true of the cosmetic industry in general. It has been estimated that less than 500 companies will account for about 80% of the volume.

A great deal has been said about

centralization of business in large units. In every industry there are prominent companies, outstanding concerns doing an impressive volume.

Yet, new successes are registered every season. The small manufacturer with ideas, energy, and a will to work, can and does make his mark in our industry. Think of the concerns now forging ahead, who yesterday were comparatively unknown.

SWING TO THE RIGHT

Undeniably, business generally liked the election results. It seems as though the note of conservatism which ran through the entire range of results is re-assuring to the average business man throughout the country.

Whether a man is Democrat or Republican makes little difference. If he has a business at stake, property, farm or what not, the citizen generally is a bit fearful of extremes in social and economic "reforms."

"Let us digest what has already been eaten" seems to be the wish.

That the outlook is for more orderly processes in congressional halls is comforting. Debates, deliberation and public dissemination of information upon proposed movements and legislation is the American way—the democratic way. Less speed—better results. This seems to be the "voice" of the voters generally.

Then, too, the war clouds have flitted by—somewhat. The fear of a major outbreak has pretty well passed.

It is our observation that most business men are getting ready to do things, in many lines. In fact, we are due for a pick-up in 1939.

It won't be a picnic!

But those houses which tune up their efforts, put out the lines, and

use modern aggressive selling methods, are going to get theirs first.

And who can even make money by trailing!

ABOUT OUR TECHNICAL ABSTRACT SECTION

From many interested quarters we have received comments upon the Technical Abstract Section in October issue. Also some suggestions—

One prominent buyer says, "*It is decidedly a forward step you have made, should prove of invaluable interest to everyone in the industry.*"

Why didn't someone think of it before?"

Another—"Find it not only interesting but helpful—believe this is quite a contribution to your journal."

A well known production manager writes, "*Our entire technical staff, as well as I, welcome this very useful information and strongly recommend its continuance. I cannot imagine anything more helpful to the average production manager. . . . Make it a permanent part of your very progressive publication.*"

The chief chemist of one of the important houses in the industry—

"This is the most valuable service your magazine can perform for those of its readers who are concerned with the formulation and manufacture of toilet preparations. It rounds out the usefulness of your publication."

Another prominent gentleman in the trade states, "*I feel that the 'Readers' Digest' treatment of other publications should be of greatest interest to your readers.*"

Still another—"Must compliment you very highly on this work. I think it is an excellent thing and one of the best features you have ever incorporated in your paper. Continue it."

The above are extracts from the first few letters received. It puts it up to us. H.J.W.



by
Chuit, Naef & Cie

Magnolys

A remarkably effective floral base of great utility. Magnolys combines the Magnolia fragrance with a Hyacinth top note.

In addition to Magnolys for extract, we offer a complete series of the fragrance—both basic and finished types—for creams, powders and other toilet preparations, priced proportionately.

Firmenich & Co., Inc.

135 FIFTH AVE., NEW YORK

Revised **COSMETIC REGULATIONS** Are Due

"PROCEED at your own risk—road under construction." That's probably the best advice we can give readers this month if they are looking for conservative suggestions. However, perhaps the soundest course manufacturers can follow for the present would be to revise their labels, packages, enclosures, etc., in the spirit of the law and to the extent that reasonable conscientiousness prompts. It will doubtless be several months, or more, before many of these problematic questions can be answered with final authority. In the meanwhile perhaps the intent to comply should have a charitable influence on the Food & Drug Administration and until they finally take their bearings for the voyage into these turbulent waters, there will not be a clearly enough mapped out course for the individual manufacturer to follow.

Perhaps it will be wise to withhold the more radical changes you may be planning, in your desire to conform, until you can have some feeling of certainty that those changes will be final—required—and relevant to your own type of business. So make the clean-cut obvious changes, the reasonable, plausible consumer-aid changes now. They will always be essential no doubt. Add the rest as time indicates. There is some opinion that products on dealers' shelves June 25th, 1939, may be exempt. That indicates the possibility of a breathing spell for those anxious to comply but unable to know with what they are expected to comply.

REVISED REGULATIONS

November 17th—the day of the hearing—has come and gone. The revised regulations are expected after December 15th. Possibly they will be delayed a week or two longer. There's still hope for genuine revision in those regulations so that they'll come nearer, this time, to the Federal Food, Drug and Cosmetic Act. Perhaps that first set was just one of the Administration's "trial balloons" and that the next balloon on the 15th will come sailing in with Santa Claus at the helm and simplified rules in the pack on his back! It makes us wonder if the regulations in interpreting the law can cover

*Pertinent problems on the labeling of products expounded by Hugo Mock—
Logical doubts as to whether perfumes should be classed as cosmetics, raised
by H. Gregory Thomas.*

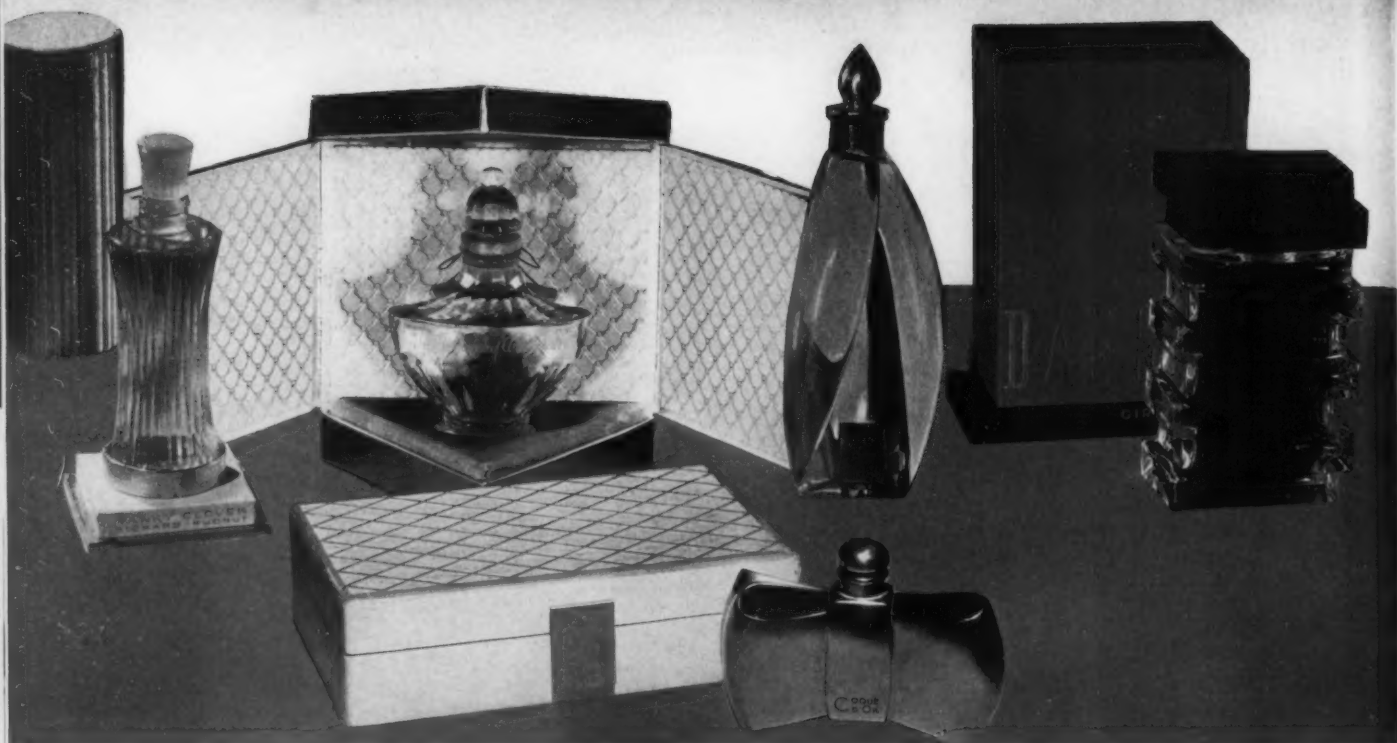
by **RUTH HOOPER LARISSON**

so much territory neither touched upon in the act itself nor indicated by the act. What is the use of having Congress stew over laws if a government bureau can virtually write new laws single handed?

MR. MOCK SPEAKS FOR THE INDUSTRY

The Bureau of Agriculture asked for cooperation from the industry. It has received it in many eloquent forms. Perhaps one of the most helpful has been the clear simplicity of Hugo Mock's brief in behalf of the industry. He sweeps aside the fast growing welter of additional complications as to the use of the terms, "manufactured by," "manufactured for," "distributed by," "packed for," etc., by the statement: "There is nothing in the law which requires the use of the words 'manufacturer,' 'packer' or 'distributor'. . . . Manifestly the intent of the law is that the label shall bear the name of the concern responsible for the product . . . and if this statement is truthful the consumer is fully protected."

In the same concise manner he simplifies the complications of other angles of labeling, pointing out that ". . . the exemption should follow the New York exemption which has worked well in practice, which is an exemption of 3 ounces by weight or 2 ounces by volume." As to labeling requirements for fancy packages he said ". . . put such information on the carton or container of the bottle



Two-thirds of the sales appeal of perfume lies in the package. If the artistic appearance of these packages is defaced by labels, neither the consumer nor the trade will be happy. There's always a suitable place on bases or outer containers for this information.

or package because these products are always sold in cartons or containers and this information would be immediately visible to the consumer"; "... the law does not specify on what part of the container the information should appear, nor the size of the labeling, nor any of the other details set forth in these proposed regulations." He further cites examples which bear out his contention that, "there is no authority for the promulgation of these regulations."

In another place he explains how the carrying out of the regulations would tend to confuse the consumer rather than help him. I wish space permitted the quotation of this brief in full.

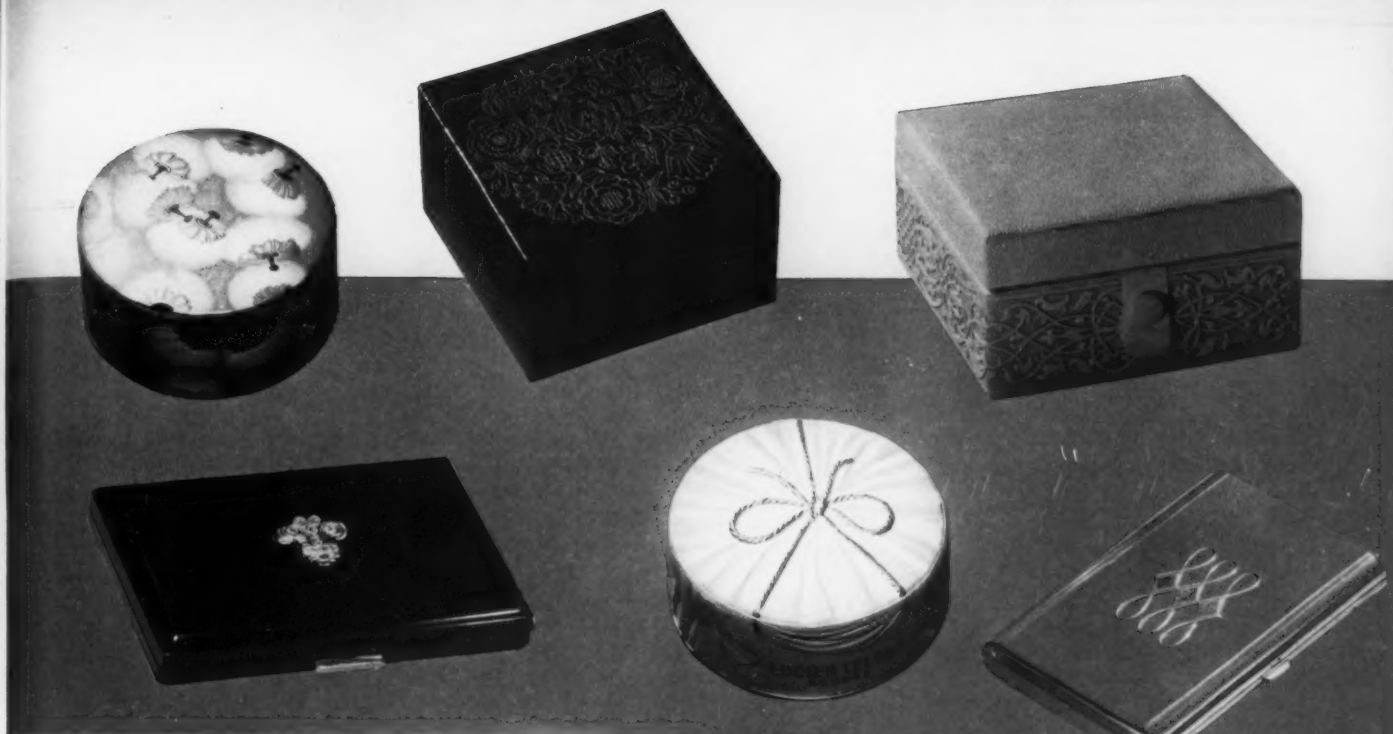
MR. THOMAS HAS A NEW SLANT ON PERFUMES

Since the government has found no difficulty in making the distinction between cosmetics and drugs even though many cosmetic products will be classed as both a drug and cosmetic and vice versa, it would seem to follow by the same logic and sound reasoning that they class perfumes separate from cosmetics. H. Gregory Thomas has shown clearly in his brief that the definition in the act for a cosmetic is not phrased in such a way as to include perfumes. He says, "I sincerely doubt that it was the intention of the framers of this definition to include perfumes." He points out that perfumes are used freely to spray clothing, drapes and hangings, room interiors and public

theatres and burned in churches in the form of incense. This all clearly indicates perfume as an accessory of apparel and of interior decoration and ceremony. In its more intimate use on the individual's person, perfumes do not enhance the appearance of the wearer, for the word "appearance" indicates something you can see. Perfumes appeal to the olfactory senses and through scent add an aura of charm to the user. They do not change her coloring, weight, height or lines. Mr. Thomas convincingly shows how cosmetic labeling specifications in the proposed regulations would tend to deface the product if imposed upon perfume packages which are really works of art. He agrees with Mr. Mock by saying "... and it is my opinion that there are several points where the Secretary of Agriculture in issuing regulations has exceeded the authority vested in him by Congress under the act"; and further says "... that regulations elaborating or enlarging the scope of the act are the equivalent of writing new laws by administrative action." He refers to the proposed regulations as "unbearable hardship on the conduct of legitimate business." He gives excellent reasons for the use of the metric system when he says in regard to perfumes, "... that the contents of so precious a package should be expressed in the terms of the metric system and not be subject contrarily to the customary practice, to the requirement of labeling in pints and fluid ounces." He makes this suggestion, "... not only to preserve a time-honored and internationally accepted custom, but also in the interest of more accurate consumer information."

CONSIDER CONSUMERS

It is well known that women resent blatant lettering of the manufacturer's name on a beautiful and



No woman would want to see these containers splashed across their decorative tops with specifications and information which she has always looked for in the past on the bases of powder boxes, bottles, and cartons.

expensive package which they generally incorporate into the decor of their bedrooms, bathrooms, and boudoirs. How much more will they resent the assortment of specified information particularly if it must be so plastered on the package that the cover of a powder box is marred or if front panels of a perfume bottle are not left sacred to their aesthetic taste!

Consumers have always known instinctively where to look for such information—their only kick in the past was because too many packages lacked it *entirely*!

Picture a beautiful glass vase on the drawing room table with a nice neat label just where you'd look for a gracefully drooping rose, claiming it contained so many ounces of glass, fired at such a temperature, made by so and so and priced at \$2.98!

According to the literalness of the proposed regulations a fine-grained leather traveling cosmetic case for which you might pay one hundred dollars would have all its information publicly and indecently displayed. Of course, if such a traveling case got as far as the counter, it most emphatically would not travel on into any civilized home! And now there's word that address on labels must include street and number, too. (Let's throw in our phone numbers, age, height and the color of our eyes for good measure. Statistics are such pretty toys for serious-minded grown-up children!)





by FRANCIS D. DODGE, Ph.D.

Chief Chemist

Dodge & Olcott Co., New York, N. Y.

WHEN, at the opening of the last century with the rising interest in organic chemistry, the attention of chemists was drawn to the composition of the volatile oils, the fact that some of these contained and often deposited solid or crystalline material, could not long escape notice.

The first step in the investigation of new phenomena involving then, as now, the setting up, if possible, of a new nomenclature, we find the great Berzelius suggesting in 1800 the terms *stearoptene* and *elaoptene* for the solid and liquid portions, respectively, of an oil. The former name survives in common use today.

But it was also soon evident that two kinds of stearoptenes might be distinguished. For the one case, the separation was merely due to a physical change of temperature and the oil was recognized as an ordinary solution of crystalline material in a hydrocarbon, or at least, an organic medium. Examples of such were anise and fennel oils which deposit anethol on chilling; or rose oil, which deposits an hydrocarbon; or rue oil from which a ketone crystallizes on chilling.

In the other case, the deposited material was only to a slight degree soluble in the mother liquor and it appeared probable that the formation of the stearoptene was due to some chemical change in the oil. Such stearoptenes seemed to be characteristic of the citrus oils which, from the method of their preparation, always contained some non-volatile material; but the explanation of the reactions had to be deferred until further knowledge of the products had accumulated.

EARLIER OBSERVATIONS

The earlier observations may be briefly summarized:

OIL LEMON (*Citrus Limonum*): The earliest mention of a lemon stearoptene appears in articles by Boissenot (*J. dePh.* 1829-324) and Blanchet & Sell (*Ann.* 6-281).

Mulder (*Ann.* 31-69-1839) describes a crystalline

product melting at 46°, sublimable, with the composition $(C_2 H_4 O)_x$.

Berthelot (*Ann.* 88-346) obtained crystals, melting @ 100°. The alcoholic solution gelatinized on cooling. Berthelot's analysis is inconclusive.

Crismer (*Bull.* III 6-30 1890) isolated a product with m. p. 143-144° and another with m. p. 50°. The first is probably limettin and the second may be the product described by Mulder.

Tilden (*J. Chem. Soc.* 1-323 1890) describes a compound $C_{14} H_{14} O_6$ (?) melting at 115-116°, while Burgess (*Chem. Ztg.* 25-602, 1901) obtained limettin, m.p. 145°.

OIL LIMES (*Citrus Limetta*): The stearoptene from this oil was first described by Tilden (*J. Chem. Soc.* 1890-323; 1892, 344). He found the m.p. 147.5° and the composition $C_{11} H_{10} O_4$. In a later article he formulated limettin as a dimethoxy-coumarin derived from phloroglucin, which was confirmed by the synthesis from phloroglucin aldehyde by Schmidt & Flächer (*Arch. d.Ph.* 242-288). Limettin was also found in Oil Cedro (*C. medica*) (*Analyst* 1901-260).

OIL BERGAMOT (*Citrus Bergamia*): Early work on the stearoptene of this oil was naturally inconclusive. Pomeranz (*Monats.* 12 379; 14 28) established for Bergapten, the formula $C_{12} H_8 O_4$ and the structure of a methoxyfuro-coumarin, which was later confirmed by Späth's synthesis (*Ber.* 70B 478).

Bergaptol, the corresponding phenol, has also been isolated by Späth (*Ber.* 67B, 59).

Bergaptin, m.p. 59.5, was found by V. Soden & Rojahn (*Pharm. Ztg.* 46, 788). This is probably identical with the Bergamotin of Späth (*Ber.* 70B 2272) which appears to be the geraniol ether of bergaptol.

OIL GRAPE FRUIT (*Citrus Decumana*): From the non-volatile part of this oil, Komatzer (*J. Ch. Soc. Japan* 51-478-1930) isolated:

Umbelliferone (4 oxycoumarin)

4 Ethoxy-coumarin (?)

Auraptene m.p. 68°. (4 Heptyl umbelliferone.)

OIL ORANGE (*Citrus Aurantia*): Stephan (*J. prak. Ch.* II 62-523-1900) obtained crystals, with m.p. 67-68° and a crystalline acid with m.p. 77-78°, possibly cerotic acid $C_{26} H_{52} O_2$; also a neutral compound, m.p. 138°, giving the Liebermann cholesterol reaction, possibly a sapogenin.

It will be noted that in all cases where the struc-

LACTONES OF T

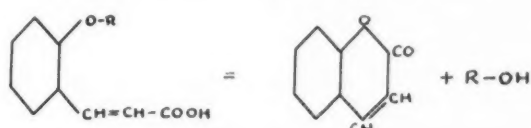
F THE CITRUS OILS

ture of the stearoptene has been determined, the product is a lactone of the coumarin series and this fact offers an explanation of its formation.

The assumption is, naturally, that we are dealing here with a decomposition of some more complex molecule in the original oil, analogous, for example, to the formation of benzaldehyde from amygdalin, or of saligenin from salicin, or coniferyl alcohol from coniferin. But these reactions are all hydrolyses and could hardly occur in a hydrocarbon solution. When a lactone is the product, however, it is evident that the hydrolysis is intra-molecular; no water is taken up or liberated and the objection vanishes.

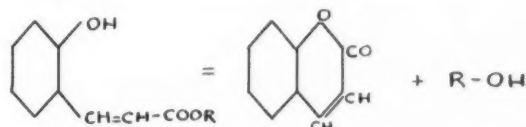
The reaction may be formulated in two ways:

1. The complex molecule may be phenolic ether:



R may be a glucose, as in the formation of aesculetin from the glucoside aesculin.

2. The complex molecule may be an ester:



An example may be the decomposition of melilottin into hydrocoumarin and coumaric acid.

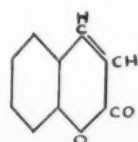
In either case the hydrolysis is intra-molecular.

It is probable that this intra-molecular hydrolysis would be promoted by an acid catalyst and, in fact, this may be shown by the following simple, yet interesting experiment:

If 10 cc of Italian oil lemon be shaken in a tube with 5 cc of $N/2$ hydrochloric acid and then set aside for some hours or over night, it will be noticed on examination with a lens that each drop of acid clinging to the tube will contain one or more white acicular crystals. Such an experiment was performed on a larger scale and the crystals were found to melt at $115-116^\circ$ and are probably the compound isolated by Tilden.

THE COUMARINS

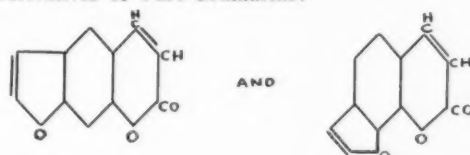
Derivatives of



Recent work has shown that numerous coumarin derivatives occur as plant constituents. A list of these may be of interest. Coumarin, first in the series is rather volatile with steam, which explains its occurrence in oils of cassia and lavender.

| NAME | | OCCURRENCE |
|--------------|-------------------|-----------------------------------|
| Coumarin | $C_9H_6O_2$ | Many plants: Tonka, liatris, etc. |
| Umbelliferon | $C_9H_6O_3$ | Ferula, Daphne, Skimmia |
| Herniarin | $C_{10}H_8O_3$ | Herniaria, Lavender |
| Daphnetin | $C_9H_6O_4$ | Daphne |
| Aesculetin | $C_9H_6O_4$ | Aesculus, Gelsemium |
| Scopoletin | $C_{10}H_8O_4$ | Scopolia |
| Limettin | $C_{11}H_{10}O_4$ | Citrus |
| Fraxetin | $C_{11}H_{10}O_5$ | Aesculus, Fraxinus |
| Osthole | $C_{15}H_{16}O_3$ | Imperatoria |
| Ostruthin | $C_{19}H_{22}O_3$ | Imperatoria |
| Fraxinol | $C_{12}H_{12}O_5$ | Fraxinus |
| Fraxidin | $C_{12}H_{12}O_5$ | Fraxinus |
| Iso-Fraxidin | $C_{12}H_{12}O_5$ | Fraxinus |
| Ayapin | $C_{10}H_6O_4$ | Eupatorium |
| Auraptene | $C_{16}H_{20}O_3$ | Citrus |

Derivatives of Furo-Coumarins:



| NAME | | OCCURRENCE |
|-----------------|-------------------|-------------|
| Angelicin | $C_{11}H_6O_3$ | Angelica |
| Ficuin | $C_{11}H_6O_3$ | Ficus |
| Bergaptol | $C_{11}H_6O_4$ | Citrus |
| Bergaptene | $C_{12}H_8O_4$ | Citrus |
| Xanthotoxin | $C_{12}H_8O_4$ | Fagara |
| Isobergapten | $C_{12}H_8O_4$ | Pimpinella |
| Sphondylin | $C_{12}H_8O_4$ | Heracleum |
| Sphondin | $C_{12}H_8O_4$ | Heracleum |
| Pimpinellin | $C_{13}H_{10}O_5$ | Pimpinella |
| Iso-Pimpinellin | $C_{13}H_{10}O_5$ | Pimpinella |
| Xanthyletin | $C_{14}H_{12}O_3$ | Xanthoxylum |
| Oreoselon | $C_{14}H_{12}O_4$ | Pencedanum |
| Nodakenetin | $C_{14}H_{14}O_4$ | Pencedanum |
| Xanthoxylin | $C_{15}H_{14}O_4$ | Xanthoxylum |
| Peucedanin | $C_{15}H_{14}O_4$ | Peucedanum |
| Imperatorin | $C_{16}H_{14}O_4$ | Imperatoria |
| Iso-Imperatorin | $C_{16}H_{14}O_4$ | Imperatoria |
| Oxy peucedanin | $C_{16}H_{14}O_5$ | Imperatoria |
| Ostruthol | $C_{21}H_{22}O_7$ | Imperatoria |

Of most of these derivatives the structure

is known and many have been obtained by synthesis.

The stearoptene deposits from the citrus oils are often encountered in practice and are more or less troublesome. However, the writer has occasionally found some compensation in the examination of these interesting compounds.

The deposit from oil limes may be conveniently purified by crystallization from acetone. Limettin separates in colorless prisms or needles but often accompanied by yellow rosettes or nodules. The latter melt at about 143° and were at first supposed to be impure limettin or a crystalline modification of the same. Recently, a larger quantity was purified, and analysis gave the following results:

Composition: $C_{13}H_{10}O_5$
M. P. 149.8° (Corr)
Neutralization equivalent,
by titration, 240 (calc. 246)
Methoxyl 23.6%
(calc. for $2CH_3O$ —25.2%)
Yields a dimethyl ester and
mono methyl ether-acid.

These figures agree well with the constants of the *Iso-Pimpinellin* obtained by Wessely and Kallab (*Monatsh.* 59,161) from *Pimpinella saxifraga*, who also describe it as crystallizing in "gelbe kugelige Aggregate." This applies equally well to the compound from oil limes, which is deposited by slow crystallization from acetone in yellow nodules, resembling small nutmegs.

The separation of iso pimpinellin from limettin is not easy but the former appears to make up about one-third of the stearopten mixture.

Although limettin, or citropten, has frequently been reported as a constituent of oil lemon, I have never identified it in deposits from the oil. The yield of crystals already mentioned as resulting from acid treatment amount to about 0.5%. The compound melted at 115-116° and showed about 9% methoxyl. This is no doubt Tilden's compound; apparently a coumarin derivative but not yet identified.

Italian oils will often show crystals by this test but California oils rarely give positive reaction.

LACTONE FROM OIL ORANGE

In 1917 the writer examined a deposit from West Indian oil which yielded as a main constituent, a compound melting at 38°, easily obtained in snow white crystals from petroleum ether solution. At various other times the same compound was identified in West Indian oils and recently in African bitter orange oil.

The compound shows the properties of a lactone but differs in many respects from the coumarins previously described. It is not very stable, resinifying on exposure. Like the coumarins, it dissolves slowly in dilute alkali and may be titrated. From this solution, the lactone is not precipitated by bicarbonate but on acidifying a stable crystalline acid is obtained melting at 151° and having the composition $C_{15}H_{18}O_5$.

For convenience, the writer has named the lactone, Meranzin, and the acid, Meranzic Acid.

Meranzin is laevo rotatory ($\alpha_D - 33^\circ$) and yields a crystalline sulfonic derivative with bisulfite. Meranzic acid also combines with bisulfite, yields a crystalline methyl ester and gives a red coloration with ferric chloride.

Coumarins, substituted in the lactone ring, sometimes yield stable acids and this may perhaps be the case with meranzin.

The writer hopes for an opportunity for further study of this interesting compound.

Economics of Depreciation

DEPRECIATION may be said to represent the social service charge of the tools of production. Rightly computed, depreciation is a charge that the consumer of the products or the service should absorb as a part of the price he pays. Depreciation as the social service charge for property, however, may be quite different from depreciation charged for income tax purposes or that appearing in the annual statements of corporations. The difference between the adequate and proper depreciation charges for financial statements, stockholders' reports, and income tax returns, justifies further discriminating study.

In a recent article, A. B. Hossack writes: "There is a more general recognition that the continuity of operations, survival in competition, and future profits are best assured by the scrapping where necessary of obsolete facilities and the maintenance of proper production facilities.

"Many companies are finding existing facilities obsolete. These must be replaced. New capital must be provided either out of current profits, from surplus, or from outside sources. Prior surpluses have in many cases been depleted or are being otherwise employed, and therefore, not available for expenditures for new equipment. The raising of outside capital is many times difficult, or at least expensive.

"The trouble with most property accounts is that they do not include an adequate record of the property embraced by them, or if a proper basic record has been prepared originally, no attempt is made to periodically verify the continuing existence or condition of the property and to thus periodically correct the record of book costs and reserves to agree with the property as it then actually is.

"So long as depreciation is a deduction in computing taxable income and so long as taxes, State and Federal, take more than twenty-five cents of every profit dollar, you can afford to spend the small added cost to start and maintain an adequate check and control of your investment in plant facilities, and find it a paying investment."—*American Appraisal Bulletin*.

TO MODIFY REGULATIONS

Briefs filed up to December 10 and public hearing accomplished much—Why government board is unlikely—Probable changes indicated — Standards for flavoring products sought

WASHINGTON, D. C.—Since the public hearing on the proposed regulations for the enforcement of the Food, Drug and Cosmetic Act, November 17, a considerable welter of speculation, of unfounded rumor and false prophecies as to what will be done when the Food and Drug Administration drafts the regulations in final form after January 1 has been flooding the trade.

No definite assurance can be given as to what will be done. Officials of the Food and Drug Administration have expressed the view that most of the criticisms submitted at the hearing were well taken and that some difficulties were brought to light which had been overlooked when the proposed regulations were drafted. In the light of this and the supplemental briefs filed before November 26 and the answering briefs filed before December 10, it is highly probable that some changes will be made when the final draft of the regulations makes its appearance probably in the early part of January.

ADVISORY BOARD NOT FAVORED

The suggestion of the National Retail Dry Goods Association for the Department of Agriculture to establish a governmental advisory board so that manufacturers could submit labels and get approval that they conform with the law is not likely to be adopted. Possible violations or interpretations cannot easily be judged in advance; and no final decision as to the legality of any particular labeling in question could be given. Associations, lawyers and others who have familiarized themselves with the statute are as competent as any to pass on labels in advance.

Beyond this it was made plain by Dr. P. B. Dunbar, assistant chief, that it is the desire of the administration to cooperate with manufacturers. Informal assistance and suggestions as to labels submitted may be had from the administration provided the labels submitted are type labels. For

example, a leading house may have several hundred different labels all conforming more or less to two or three types. The department will consider making suggestions as to such type labels.

It is advised that no large stock of labels be prepared until after the regulations are issued in final form. Then a careful reading of the statute and the regulations will serve as a guide as to exactly what information will be required and how the labels are to be applied.

PROBABLE MODIFICATIONS

It seems probable that the multiple label requirement will be changed and that there will be modifications in the regulations where it was shown that there was no authority in the law for them. Beyond that, on the question of the classification of perfumes, the statement of ingredients, the inclusion of the street address with the name, the use of the metric system, exemptions for small sized packages, labeling face powder boxes on the bottom and other questions, it is useless to venture any guess; for it is certain that many of the requests are not likely to be granted.

STANDARDS FOR FLAVORING PRODUCTS

The November 17 hearing did not involve the adoption of definitions and standards for flavoring products. This specific authority is granted to the Food Standards Committee, who have been empowered by the Secretary of Agriculture to hold public hearings and draft tentative definitions and standards of quality and identity for food products. In turn the recommendations as made by the Food Standards Committee must be submitted to the Secretary of Agriculture before they become official. The official promulgation of legal definitions and standards of quality and identity of such food products as promulgated by the Secretary shall not become effective until the 90th day after same are issued, except in certain emergencies wherein the Secretary is authorized to specify an earlier effective date.

The flavoring groups plan to make application to the Food Standards Committee of the U. S. Department of Agriculture for the establishment of definitions and standards of quality and identity of several types of extracts and flavors, and further petition the Secretary to postpone the effective date of the act on all other types of extracts and flavors pending a further hearing and consideration of proper definitions and standards of quality and identity of the remaining types of extracts and flavors.

10 Reasons Why Merchandise Is Returned

How the costly waste of returned merchandise may be reduced or eliminated if the manufacturer sells the retailer on the right kind of cooperation.

by THORPE W. DEAKERS

IT is a common practice among cosmetic manufacturers to accept the fact that a certain percentage of their merchandise will be returned. Often the amount will vary from a quarter to approximately two per cent, depending on the type of preparation marketed.

NO REFLECTION ON MERIT

In many instances the amount of returned goods is no reflection on the merit of the merchandise but sometimes is the result of a lack of thoughtfulness in demonstrating it at the retail outlet. When one considers that the wholesale distribution of cosmetics throughout the United States last year exceeded the sum of \$189,000,000 and then multiplies this figure by 1 per cent, he arrives at the startling figure of \$1,890,000. This sum represents mostly waste which ordinary care could have avoided.

Provided the amount of returned goods from the retail outlet is not excessive, a reliable manufacturer allows generous credit and makes little or no attempt to find out why the merchandise comes back. Usually the only reason given is: "shelf-deterioration."

CAUSES OF RETURNED MERCHANDISE

At the retail outlet it apparently looks as if the manufacturer is the "fall guy" for all of the returned merchandise. This is a misconception, however, for in the end it is really the retailer who pays because, when a manufacturer computes the wholesale cost of any article, one may be sure, he has previously added to it the cost and expense of a certain percentage of merchandise which will be returned to him for one or more of the following reasons:

- a. Fading of the label.
- b. Fading of the container.
- c. Evaporation of contents.

- d. Discoloration of contents.
- e. Separation of the material.
- f. Cap and jar breakage.
- g. Loss of perfume odor.
- h. Dirt and dust on top of preparation, not to mention fingerprints.
- i. Dissatisfaction on the part of the customer.
- j. Old age.

Now most of these conditions are preventable and much of the returned merchandise need never have been shipped back to the manufacturer had the retailer observed a few precautionary measures in the handling and display of his merchandise.

On the other hand the retailer will want to know why the members of his establishments should go to what he thinks are extreme measures to cut down the amount of returned goods when it only means more profit for the manufacturer.

Offhand such a point of view is quite plausible. But the retailer has overlooked the fact that if the percentage of returned goods is less, the manufacturer can spend the extra money for more advertising or otherwise to decrease wholesale costs. And from either angle the retailer is benefited.

It is natural then for the retailer to show an increased interest in the underlying causes for returned merchandise not only for the reasons just described but because the act of returning goods requires tedious bookkeeping and extra labor at the retail end.

What then are the general causes of avoidable waste in returned goods? What steps should be taken to prevent the return of cosmetic preparations after they have been received in perfect condition at the retail outlet?

HOW TO PREVENT RETURN OF COSMETICS

There is no doubt that a certain percentage of returned merchandise comes back to the manufacturer because of shipping breakage, old age, faulty formulation, or customer dissatisfaction. These, however, can be listed as unavoidable causes. But there are other factors and it is with these that I am most concerned.

As previously mentioned, many cosmetic items are returned because their labels and containers have faded. The latter is especially true of face powder boxes. And although the contents may still be in excellent shape, a great deal of unnecessary time and expense must be taken because of an act of carelessness. Somehow or other the merchandise has been exposed, either in the shop window or upon the shelf, to the direct rays of the sun or to strong actinic light. The diagnosis is quite simple and so is the remedy: To prevent label and container fading see that the items are kept out of brilliant light.

Cosmetic lotions, creams, and powders of a colored nature should all be kept out of the sun's rays. I have seen many preparations completely bleached of any color because of the above oversight. Sometimes face powders are sold in glass jars. These powders will fade also when exposed to light, and it does not necessarily have to be a strong



Care should be taken on counters to protect cosmetics from excessive light and heat, two factors often responsible for making merchandise unsalable.

light. Under the sun's rays, hand lotions of the emulsified type invariably turn brown around the neck of the bottle.

Light and heat, therefore, are the two bug-a-boos of cosmetic manufacturers. Excessive heat causes cream rancidity and separation. Generally speaking the two go hand in hand for when rancidity occurs, separation usually follows. In over 50 per cent of the shop windows investigated, jars of fine cosmetic cream were displayed directly in the rays of the sun. Many jars were capped with black lids. Upon removing, one warm day, it was found that the average temperature of the black caps exceeded 140° Fahrenheit. The jars with white caps, taken from the same shop windows, tested only 100° Fahrenheit.

USE OF DUMMY PACKAGES

It must be remembered, accordingly, that black and dark colored caps and containers absorb a tremendous amount of heat when exposed to strong light. If it is necessary, therefore, to display such articles either for demonstration or advertising purposes, dummy packages should be used, and the manufacturer will only be too glad to supply them.

A great many creams are designed to melt at skin temperature. It is evident then that whenever a corresponding temperature is reached, whether it be on the skin or in the shop window or in the showcase, the low melting type of cream will tend to become semi-liquid. If allowed to remain in such a condition for even a small length of time, separation will occur and the cream looks a mess! The great tragedy of such exposure lies in the fact that a jar of cream, which has been thus mistreated, may get into the hands of the customer who will

find out in short order that the cream has gone rancid, lost its perfume, or has separated water.

To cope with prevalent situations, the manufacturer finds he must stabilize his product to a very wide range of temperatures, so he stiffens his preparation excessively with a hardening agent which reduces the therapeutic value of his product.

WHAT THE RETAILER SHOULD DO

If a retailer would see, once a cosmetic was received into his custody, that it would never be subjected to the direct rays of the sun, or to a temperature above 80° Fahrenheit or below freezing, a new Utopia as regards cosmetic creams would be brought into being.

There are many other points which a retailer and his salespeople could observe in order to reduce the amount of returned goods. On the face of it most of the suggestions offered have been rather obvious and apparently of a trifling nature. Neither do I mean to imply that the majority of shops are guilty of negligence. But on the other hand it is surprising to note in how many cases I have found jars of expensive tissue cream nestling in the sun's blistering rays or the heat of a nearby showcase lamp. Again, to cite a particular instance, ten gross of cleansing cream were found, stored within five feet of the boiler-room in a large, exclusive store.

Thus it is attention to the little things that will make for a wide-awake and enterprising retail organization, capable of guarding the integrity of the manufacturer who trusts it with his products. And even though the manufacturer is a separate organization from the retailer, there still exists a mutual bond between the two; for, to a large extent, each is dependent upon the other.

TYPES OF EMULSIFIED CREAMS

How non-greasy, semi-greasy and greasy creams are made and their characteristics. Model formulas and practical working suggestions.

by DR. FRED WINTER

IN the following formulary, we shall give some recipes for the manufacture of different types of modern face creams with explanatory remarks. Sufficiently explicit and useful directions will certainly be found to afford complete information regarding the characteristics of modern face creams. We have given particular attention to the working out of model formulas which are completely characteristic of the various types.

A. Non-greasy creams (not visibly greasy)

GLYCERINE CREAM (Emulsified with a carbonate)

| I | | II | |
|-----------------|--------|------------------------|--------|
| Stearic acid | 50 gr. | Glycerine, 28 deg. Be. | 50 gr. |
| White wax | 30 " | Water | 400 " |
| Cocoa butter | 10 " | Borax | 5 " |
| Spermaceti | 10 " | Potassium carbonate | 10 " |
| Glycol stearate | 10 " | | |

Method of manufacture: Mix all of the ingredients of I. Prepare a warm solution of the ingredients of II in a large container. Then pour the fatty mixture of I little by little into solution II stirring constantly, taking special care that the addition of I is not made too rapidly and that the abundant release of carbon dioxide does not bring about overflowing. (Frequently interrupted pouring so that addition is in very small quantities at a time.) After all of I has been added, continue to heat gently, stirring until all release of carbon dioxide has stopped. Take from the fire and cool, stirring until it thickens.

We have already called attention to the fact that the use of glycerine in face creams may cause numerous troubles. Accordingly we have given this formula purely for the record, advising at the same time that the glycerine be replaced with petrolatum



Photo Courtesy Richard Hudon

and that ammoniacal emulsification be used, in conformity with our previous explanation of the subject and taking into consideration what will follow.

CREAMS WITHOUT GLYCERINE (Emulsified with ammonia)

It is entirely possible to manufacture face creams without glycerine which will not be visibly greasy on the skin. These emulsified creams have an infinitely more healthful effect upon the skin than those with a glycerine base; for, in addition to their general emollient and softening effect, they have a superficial protective effect which is entirely lacking in the case of glycerine creams. Naturally it is necessary that the effective content of fatty materials in these products should not exceed certain limits. By "effective content of fatty materials," we mean the total weight of the following ingredients: liquid petrolatum, viscous petrolatum, fatty oils of all sorts, anhydrous lanolin and cocoa butter.

This content of fatty matter may vary from 4.5 per cent to 10 per cent or 16 per cent, a good average being from 4.5 per cent to 8 per cent. Creams of this sort have perfect oiliness without being visibly greasy but when one goes beyond 10 per cent (up to 13 per cent) an extraordinary oiliness is obtained, still without a greasy gloss or shine, yet clearly oily. With 14 per cent to 16 per cent, the maximum possible for these creams is reached. They are then oily in very accentuated fashion but still almost imperceptibly so. Creams which contain between 14 per cent and 16 per cent of fatty material then, closely approach semi-oily creams. Here are some formulas of this type:

No. 1. (about 4.5 per cent of fatty matter.)

| I | | II | |
|--------------------------|---------|--------------------------|---------|
| Stearic acid | 150 gr. | Warm water | 900 gr. |
| Liquid white petrolatum | 20 " | Borax | 6 " |
| Cocoa butter | 5 " | Ammonia (0.97) | 60 " |
| White wax | 10 " | (Makes about 1 kilogram) | |
| Spermaceti oil | 5 " | | |
| Viscous white petrolatum | 15 " | | |

Method of manufacture: Mix the ingredients of I.

Make a warm solution of II and add this warm solution with stirring to I. Then mix, adding the ammonia little by little, stirring vigorously. Keep the whole at slow boiling for half an hour. Take from the fire and cool with stirring, etc.

COMMENTARY

The eventual addition of glycol stearate is considered as an ever useful precaution although not indispensable. The same modification becomes obligatory for creams of this kind which contain 8 per cent or more of fatty material and is fixed at about 10 per cent to 15 per cent based on the weight of the fatty ingredients. Addition of glycol stearate is necessary, however, up to 5 per cent or 6 per cent of the weight of the fatty ingredients if the latter are composed entirely of petrolatum.

No. 2 (about 16 per cent of fatty matter.)

| I | | II | |
|--------------------------|---------|-------------------------|---------|
| Stearic acid | 100 gr. | Warm water | 980 gr. |
| Liquid white petrolatum | 100 " | Borax | 7 " |
| Viscous white petrolatum | 70 " | Ammonia (0.97) | 60 " |
| Cocoa butter | 25 " | (Makes about 1,250 gr.) | |
| Lanolin, anhydrous | 5 " | | |
| Glycol stearate | 26 " | | |
| White wax | 60 " | | |
| Spermaceti | 20 " | | |

Method of manufacture: Same as preceding formula.

GLYCOL STEARATE

The addition of the glycol stearate (13 per cent based on the weight of the fatty materials or 15 per cent on the weight of the petrolatum) becomes necessary because of the high content of fatty matter. The addition of glycol stearate in quite high proportion here becomes necessary because the fatty material consists of nearly 80 per cent of petrolatum.

B. Semi-greasy creams

These creams contain on the average 20 per cent to 30 per cent fatty matter so that they are visibly greasy on the skin but leave no shiny coating.

No. 1. (about 20 per cent of fatty matter.)

| I | | II | |
|--------------------|--------|-----------------------|---------|
| Stearic acid | 50 gr. | Warm water | 400 gr. |
| White wax | 50 " | Borax | 5 " |
| Cocoa butter | 20 " | | |
| Spermaceti | 10 " | Ammonia (0.97) | 50 " |
| Liquid petrolatum | 50 " | (Makes about 600 gr.) | |
| Viscous petrolatum | 40 " | | |
| Lanolin, anhydrous | 10 " | | |
| Glycol stearate | 23 " | | |

No. 2. (about 33 per cent of fatty matter.)

| I | | II | |
|--------------------|--------|-----------------------|---------|
| Stearic acid | 60 gr. | Warm water | 300 gr. |
| Cocoa butter | 20 " | Borax | 5 " |
| White wax | 20 " | Sodium benzoate | 1.5 " |
| Spermaceti | 10 " | | |
| Lanolin, anhydrous | 5 " | Ammonia (0.97) | 50 " |
| Liquid petrolatum | 115 " | (Makes about 600 gr.) | |
| Viscous petrolatum | 65 " | | |
| Glycol stearate | 30 " | | |

Method of manufacture: Both of these formulas

are made exactly like No. 1 (4.5 per cent) given under non-greasy creams above.

Cream No. 2 is quite frankly greasy.

C. Greasy-creams (aqueous)

The classic cold cream is the prototype of aqueous greasy creams.

In greasy creams of this kind the total weight of the fatty ingredients and the waxes is always considerably higher than that of the aqueous vehicle incorporated in the fatty mixture (20 per cent to 25 per cent of water). In these creams, the particles of the aqueous vehicle are dispersed in the fat, so that aqueous fatty creams are emulsions of the "oil in water" type.

On the other hand, in non-greasy creams and in semi-greasy creams, the proportion of aqueous vehicle in most instances, is greater (and often quite considerably greater) than that of the fatty mixture, or at the very least, equal to it (80 per cent to 90 per cent of water in non-greasy creams and 50 per cent to 60 per cent of water in semi-greasy creams). The particles of oil are then finely dispersed in the aqueous vehicle and we have an emulsion of the "oil in water" type.

Classic Cold Cream No. 1

| I | |
|-------------------|--------|
| White wax | 60 gr. |
| Spermaceti | 25 " |
| Stearic acid | 40 " |
| Liquid petrolatum | 200 " |

| II | |
|-----------------|-------|
| Rose water | 80 " |
| Sodium benzoate | 1.5 " |
| Borax | 10 " |
| Otto of rose | 1.5 " |

Cold cream No. 2

| I | |
|-------------------|--------|
| White wax | 55 gr. |
| Spermaceti | 10 " |
| Cetyl alcohol | 15 " |
| Stearic acid | 45 " |
| Liquid petrolatum | 180 " |
| Glycol stearate | 20 " |

| II | |
|-----------------|------|
| Water | 90 " |
| Borax | 8 " |
| Sodium benzoate | 1 " |

Method of manufacture: Mix the ingredients of I. Prepare a quite warm solution of II and pour it into the mixture of I. Cool stirring rapidly until it is quite thick.

Cold Cream No. 3

| I | |
|----------------|--------|
| White wax | 60 gr. |
| Spermaceti | 30 " |
| Stearic acid | 30 " |
| Cocoa butter | 15 " |
| *Hazel nut oil | 225 " |

| II | |
|-----------------|-------|
| Water | 85 " |
| Borax | 12 " |
| Sodium benzoate | 1.5 " |

Cold Cream No. 4

| I | |
|--------------------|--------|
| White wax | 60 gr. |
| Cetyl alcohol | 20 " |
| Spermaceti | 15 " |
| Lanolin, anhydrous | 5 " |
| Liquid petrolatum | 200 " |
| Viscous petrolatum | 75 " |
| Stearic acid | 50 " |

| II | |
|-----------------|-------|
| Water | 150 " |
| Borax | 10 " |
| Sodium benzoate | 1.5 " |

Manufacture as in the preceding.

Cold Cream No. 5

| I | |
|------------------|--------|
| Cetyl pomade | 75 gr. |
| Cold cream No. 1 | 125 " |
| *Hazel nut oil | 6 " |

| II | |
|-------|--------|
| Water | 50 gr. |
| Borax | 2 " |

Method of Manufacture: Mix ingredients of I and pour the solution II quite warm into it. Stir, cool, etc.

* Hazel nut oil is not in general an article of commerce in the U. S. Other nut oil or vegetable oil may be substituted provided it has the same physical constants, such as peanut oil, grape seed oil, cherry kernel oil.

PRODUCTION OF YLANG

Nossi-Bé and the Comoro Islands chief sources of supply—Outstanding features of Réunion Island ylang ylang oil—Extraction of “concretes” with volatile solvents.

by DR. ERNEST GUENTHER

*Chief Research Chemist,
Fritzsche Brothers, Inc., New York, N. Y.*

THE chemistry of oil ylang ylang has been investigated lately by Glichitch and Naves and published in a series of papers.* It is, therefore, unnecessary for us to go deeper into it.

ADULTERATION OF YLANG YLANG OIL

Of course, the field is wide open for adulteration with synthetic compounds which also occur naturally in the oil. Principal adulterants, therefore, are benzyl acetate, benzyl alcohol, methyl benzoate, benzyl benzoate, geraniol, etc.

Fortunately, no such adulteration occurs in the places of production. Nossi-Bé, Réunion Island and the Comoros are very small colonies and any importation of synthetics would immediately arouse the suspicion of the custom officials and the Chamber of Commerce. Besides, the small producers are much too unfamiliar with synthetics to know how to employ them.

The worst form of sophistication carried out in the colonies (and it is really not adulteration in the proper sense), consists in the addition of inferior fractions to the finer fractions.

Old oils, especially if not stored air-tight or if not clearly filtered and still containing small quantities of water, easily resinify and increase in specific gravity. The specific gravity of a “troisième” will thus resemble that of a freshly distilled “deuxième,” etc. Such old “troisième” qualities are occasionally used for mixing with “première” and “deuxième” without greatly affecting their specific gravity.

Another form of mixing (but not actual adultera-

tion) consists in the addition of inferior, improperly distilled direct fire oils from the Comoros to the more esteemed and higher priced Nossi-Bé oils. The Comoro oils are considered not quite as fine probably because many lots are produced by small distillers in open fire stills, also because climatic and soil conditions of the Comoros are different and because distillers are sometimes handicapped by lack of sufficient water. These factors seem to result in a somewhat harsher and sharper note, although in regard to specific gravity the Comoro oils generally show higher figures than the Nossi-Bé oils. The latter always have been sold at a premium, and Nossi-Bé distillers are most anxious to keep the quality of the oils exported from their island up to the high standards for which they are known. At present, however, considerable quantities of inferior Comoro oils are purchased and imported into Nossi-Bé and re-exported to Europe and the United States under the label of Nossi-Bé oils. Reliable steam distillation plants in Nossi-Bé are making intense efforts to produce very fine oils and therefore resent such practice.

Generally speaking, it is not advisable to make too broad statements. A steam distilled oil from the Comoros, properly produced, might be better than a direct fire distilled oil from Nossi-Bé, improperly produced, and a poor steam distilled oil might be inferior to a direct fire distilled oil which has been carefully produced. All this shows that the buyer must select each lot carefully and try to purchase larger lots produced only in well known distilleries.

TOTAL PRODUCTION

Official custom statistics of Madagascar although very exact do not indicate just how much oil is shipped from the Comoro Islands to Madagascar proper, or to Nossi-Bé and re-exported from there. Official customs figures give only the export of oil from every port of Madagascar without mentioning the regions of production. The Comoro Islands are a part of Madagascar, and therefore it is rather difficult to state exactly how much oil is produced in each region.

The world's total output is about 30 to 35 tons. This consists of:

| | |
|----------------------------|---------------|
| From Réunion Island | About 1 ton |
| " Madagascar proper | 2 to 3 tons |
| " Nossi-Bé | 15 to 17 tons |
| " the Comoro Islands | 12 to 15 tons |

Of course, these figures do not include the cananga

* “Les Parfums de France,” December, 1930, 350. January, 1932, 7. February, 1932, 36.

YLANG OILS

oil produced in Java. A few years ago some distillers in the Comoros sold their "troisième" qualities under the name of cananga oil because at that time the label "cananga" brought a higher price than a ylang ylang oil marked "troisième."

At present there is no tendency to increase production. Of all the colonial products of Madagascar, Nossi-Bé, the Comoros and Réunion Island, ylang ylang is the only one which has not gone up following the general increase of prices in France. Yet, with the advance in labor, the starting of a new plantation is rather costly; the plantings require a great deal of care (weeding, etc.). Many small distillers continue distilling ylang ylang oil only because their plantations are already established and because they still get enough wood for fuel from their own property without purchasing it elsewhere.

According to operators in Nossi-Bé, present ylang ylang oil prices just about cover expenses without encouraging further expansion.

REUNION YLANG YLANG OIL

While this survey deals primarily with oils produced in Nossi-Bé, Madagascar proper and the Comoro Islands, production in Réunion Island should also be considered, but in a separate chapter.

Réunion Island reached the peak of its production after the World War (from 1920 to 1928) when a few large scale modern distilleries produced considerable quantities of oil. The plantations of La Plaine and those near La Rivière-des-Galets were discontinued two years ago. Now nothing remains of those beautiful trees which once supplied two important distilleries with flower material.

Today Réunion Island numbers about 12,000 ylang ylang trees (only about one-fifth of former years). There are only two distilleries left, one in Piton (St. Paul) and the other in Grand-Pourpier (St. Paul). The 12,000 ylang ylang trees on Réunion Island are owned entirely by these two distilleries.

GENERAL CONDITIONS ON REUNION ISLAND

By strict application to Réunion Island of all the social laws of Mother France, labor has increased the cost of production by about 50 per cent, while Madagascar, Nossi-Bé and the Comoros still enjoy the advantage of cheaper labor. However, here, too, the future probably will bring about an increase.

Harvest takes place from the end of October to



Reunion Is. ylang ylang tree; only 1/5 of trees there in 1928 now remain.



Some of the 12,000 trees on Reunion Is. owned entirely by two distilleries.



St. Paul, the major city on Reunion Is., nestled in the lowland facing bay.



In a high, remote part of Reunion Is. exists a leper colony.

Above: close-up of leper house; below: distant view of colony.



June and only the fully developed flowers are collected. The first harvest takes place in early morning.

The pickers earn about 25 centimes per kilo, as compared with 20 centimes in Nossi-Bé and Madagascar.

The flowers are immediately distilled, and distillation lasts from about eleven o'clock in the morning to three o'clock in the afternoon. Meanwhile, the women collect a second batch of flowers which is distilled immediately after the first one, *i.e.*, from four to eight p.m.

DISTILLATION IN REUNION ISLAND

Distillation is carried out in modern steam stills by a combined process of steam *and* water distillation. The stills are equipped with a false bottom; beneath this is a steam coil ("barboteur") through which steam of 3 kilos pressure is blown. (The pressure is kept uniform through an automatic steam reducing valve which permits sharp and uniform "cutting" of the fractions even when distilling and fractionating according to time.)

One hundred fifty liters of water are pumped into the still and the water is heated almost to boiling point. One hundred kilos of flowers are then quickly

charged into the still and distillation is carried out as rapidly as possible. This prevents saponification of the esters and assures a higher yield of "extra" and "première" qualities.

FRACTIONATION:

One hundred kilos of flowers yield—

| Quality | Length of Distillation | Quantity of Oil |
|------------------------|------------------------|-----------------|
| "Extra" and "Première" | 3 hours | About 650 grams |
| "Deuxième" | 1 to 2 hours | " 250 " |

The time permitted for the "deuxième" quality is confined to the working hours remaining that day, the steam pressure still available in the boiler, etc.

The two distillers in Réunion consider "troisième" quality an inferior product—not worth the expensive fuel and labor costs of that island. They believe it to be a product which could be left to Nossi-Bé and the Comoros where manufacturing cost is lower. They may occasionally, upon demand, produce a "troisième" but this is the exception rather than the rule.

An outstanding feature of Réunion ylang ylang oil is its remarkable quality and the absence of any "burnt" or cananga by-note. It consists of only the finest parts of natural flower perfume and does not contain much of the hydrolytic decomposition compounds which are so predominant in "troisième" qualities.

YEARLY PRODUCTION OF OIL IN REUNION

Yearly production amounts nowadays only to about 750 kilos of "extra" and "première" and 750 kilos of "deuxième."

ABSOLUTE OF YLANG YLANG

The bulk of ylang ylang oil is produced by distillation. A very small quantity of flowers, however, is extracted with volatile solvents whereby the so-called "concretes" are obtained. This product was first developed in Réunion Island around 1912 by Charles Garnier, the distinguished expert in this field. There is one extraction establishment in St. Paul (Réunion Island) and two in Nossi-Bé, which together produce yearly several hundred kilos of concrete. The concrete, although containing some flower wax, is of a liquid viscous consistency. By precipitating the alcohol-insoluble waxes with strong alcohol, the alcohol-soluble so-called "absolute" may be obtained. This absolute of ylang ylang represents the full, rich and delicate perfume of the flowers in its most natural form, as even the most delicate compounds are preserved, there being practically no heat applied in the process of extraction.

YIELD OF CONCRETE

The yield of concrete ranges from 0.7 to 1 per cent as compared with 2 to 2.5 per cent distilled oil.

Absolute of ylang ylang is undoubtedly one of the most beautiful yet reasonably priced raw materials used in high class perfume work. It is rounder than the distilled oil and has lasting qualities far superior to the latter. An alcoholic solution of absolute of ylang ylang is almost a perfume in itself.

How Soap Assn. Develops Its Industry

*Widens market for soap—Finds uses
for glycerine—Works with government*

THE hearty cooperation with the government given by the Association of American Soap & Glycerine Producers, Inc., in the past year was emphasized in a number of ways at the twelfth annual meeting in New York December 1.

First the association and the industry cooperated in making a detailed field survey of wages, hours and working conditions in the soap industry to enable the Secretary of Labor to determine the prevailing minimum wage to be paid by soap manufacturers working on federal contracts. The association and the industry were highly commended on the presentation. Decision on the minimum wage by the Secretary is expected soon.

In an equally prompt way, the association cooperated with the Wage and Hour Administrator in supplying copies of the law and interpretations to soap manufacturers showing them how the law applies to the industry.

Since the repeal of the five per cent manufacturers' excise tax on toilet soaps June 30, there is nowhere in the United States a special or discriminatory tax on finished soap. This is due largely to the work of the industry and the tax committee in driving home the conviction that soap, like bread, is a universal necessity and a tax on soap is not in the public interest.

Periodic reports and continuous studies carried on by the association were also reviewed. These included the association soap sales census; the glycerine stock report; the fats market and outlook; glycerine production and consumption; and soap production and consumption. The soap sales census is issued quarterly. Tabulations are compiled from keyed and numbered reports submitted by individual companies to Roscoe Edlund and are made by an outside certified public accountant unknown to anyone but him. Special studies covered wages and hours; import duties; soaps in Venezuela; and inequities in corporation taxes.

The association is cooperating with the Central Statistical Board of the U. S. which is trying to construct a standard classification of industries. The code, when completed, will cover the whole field of business and will be of use to numerous

governmental agencies. It is expected to simplify contacts of government bureaus with business.

In a similar way the association cooperated with the Department of Labor, the Census Bureau and the Department of Commerce, in their work.

The carefully considered long range activities of the association in widening the public knowledge about glycerine, in creating new uses for it and in developing its present uses were of special interest, and in the same way the thoughtful, practical and sound way in which the educational work is being carried on to raise the standards of personal and household cleanliness of the American people, elicited favorable comment. Exhibits served to give a graphic picture of the breadth and scope of both campaigns. Taken as a whole in the planning and carrying out of the practical objectives, some brilliant work has been done which cannot help but increase the uses of the industry's products while at the same time raising the prestige of the industry for intelligent service.

Members of the association incidentally assess themselves for payments to the association and select the funds to which they wish their payments to go. In the past year forty-nine contributed to the general soap work of the association; twelve contributed to soap publicity and promotional publications; eight contributed for consultant service; fourteen for glycerine work and sixty-four solely for membership.

The following officers were elected: President, F. A. Countway; vice-president for Eastern states, E. H. Little; for Central states, R. R. Deupree; for Western states, F. H. Merrill; treasurer, N. S. Dahl; assistant treasurer, A. Roy Robson. The manager of the association, Roscoe C. Edlund, was elected secretary.

The following were elected directors: Frank C. Adams of Andrew Jergens Co., Cincinnati, O.; H. D. Banta of Iowa Soap Co., Burlington, Iowa; F. A. Countway of Lever Bros., Cambridge, Mass.; N. S. Dahl of John T. Stanley Co., New York, N. Y.; R. R. Deupree of Procter & Gamble Co., Cincinnati, O.; G. A. Eastwood of Armour & Co., Chicago, Ill.; S. S. Fels of Fels & Co., Philadelphia, Pa.; O. E. Jones of Swift & Co., Chicago, Ill.; E. H. Little of Colgate-Palmolive-Peet Co., Jersey City, N. J.; F. H. Merrill of Los Angeles Soap Co., Los Angeles, Cal.; G. A. Wrisley of Allen B. Wrisley Co., Chicago, Ill.; C. F. Young of Davies-Young Soap Co., Dayton, O.



F. A. COUNTWAY



ROSCOE C. EDLUND



In bath soaps the lather is left smooth.

In laundry soaps pigments do not cling to textiles.*

Titanium Pigments Stabilize Soap

Used as filler titanium oxide gives almost emollient effect on the lather—It facilitates delicate coloring and improves appearance of the cake.

by PAUL I. SMITH

THE addition of small quantities of titanium white to both soap flakes and white toilet soap is now becoming a recognized practice. It has been found by soapmakers that no other filler can be relied upon to give such complete satisfaction in preventing excessive transparency and giving a much needed solidity and body to naturally soft soaps. As stabilizers titanium pigments are particularly useful, and they can cover up a good many mistakes not only in the technique of manufacture but in the choice of fats for boiling. Compared with the more familiar zinc white, titanium is preferable.

EFFECT ON LATHER

Although high content titanium pigments are more expensive than the so-called mixed whites consisting of large quantities of barytes, lithopone, barium carbonate, etc., they prove very economical in practice as their covering power is unexcelled. While it cannot be claimed that titanium pigments influence the detergency of the soap, they have a smooth, almost emollient effect on the lather and disperse uniformly during washing and do not cling to textiles or the skin.

A grade of titanium white containing 98-100 per cent titanium dioxide is preferable to mixed titanium barium pigments consisting mostly of the heavier barium sulphate and containing as low as

25 per cent pure titanium dioxide. The higher the percentage of titanium oxide present, the higher the refractive index and also the higher the tinting strength and hiding power. Barium sulphate (barytes) has a refractive index of 1.64 and titanium dioxide 2.76; zinc oxide has a refractive index of 2.02. The tinting strength of titanium oxide is 1150 (carbonate of lead, Dutch process, 100), and hiding strength, sq. ft. per lb., 115. Zinc oxide has a tinting strength of 200 and a hiding strength of only 20. The average particle size of the titanium pigment is 1/1000 m.m. which is very much smaller than that of zinc or any other commercial whites.

WETS AND MIXES WELL

An important consideration of all inert pigments is their wetting property. Pigments which do not wet easily are troublesome to process and always liable to give patchy results when used for filling soap. Titanium dioxide wets well and is easy and quick to mix with all soap compositions.

The acidity of the pigment is important, as an acid additive to the soap may cause undesirable complications and even encourage a partial breakdown of the saponified fats. The best grades of titanium can now be obtained in a neutral condition and they can be relied upon to cause no complications in processing. At one time it was thought that it was the presence of small traces of free mineral acid in the pigment that caused the yellowing of certain soaps, but research has shown that in most cases the discoloration is due to the action of the oxide on free glycerine in the soap accelerated by the action of sunlight. Many of the best known high grade titanium pigments are now generally free from this tendency to discolor soaps containing glycerine. The change toward increased stability has largely been produced by the improved physical condition of the oxide and also greater purity.

What effect has titanium on dye used for tinting soaps, and perfumes? [Continued on page 72]

*Photos by Underwood & Underwood.

Remove or Reduce Alcohol Tax

Requests made at Treasury Dept. hearing—Devastating effect of tax on flavoring products industry shown — Tax over 12 times price of alcohol—Differential sought

A CONCERTED effort to reduce or eliminate the burdensome tax on alcohol for non-beverage purposes was made, November 10, when the Flavoring Extract Manufacturers Association, the National Association of Manufacturers of Fruit and Flavoring Syrups, the National Manufacturers of Soda Water Flavors, the American Pharmaceutical Association, the Industrial Alcohol Institute and other associations attended a hearing before John S. Hanes, under-secretary of the Treasury Department.

L. P. Symmes, George H. Burnett, E. L. Brendlinger, Fred S. Rogers, J. N. Curlett and John S. Hall represented the three flavoring associations.

TAX RECENTLY INCREASED

Mr. Hall recorded the fact that any increase in tax on alcohol for the manufacture of flavoring products would practically drive alcoholic flavoring products off the market; that the present tax on alcohol, that is, including the recent increase

from \$2.00 to \$2.25 per proof gallon, is having a devastating effect on the pure flavoring industry.

FLAVOR INDUSTRY USES 5 MILLION GALLONS

Mr. Burnett pointed out that the flavoring products industry uses approximately 5,000,000 gallons of alcohol annually in the manufacture of vanilla, lemon, almond, orange, and some twenty to thirty other flavors, all of which are used to flavor food products such as bakery goods, confectionery, ice cream and non-alcoholic beverages, as well as for culinary purposes.

The average pure vanilla extract contains approximately 40 per cent of absolute alcohol. The citrus group, that is, orange and lemon, contain approximately 90 per cent absolute alcohol. Therefore, it will be readily appreciated that alcohol is one of the biggest items of cost in raw materials used in the manufacture of flavoring products. The present tax is \$2.25 a proof gallon or \$4.27½ a wine gallon of 190 proof alcohol. The price of 190 proof alcohol today will average 35c. a wine gallon. The tax, therefore, is over twelve times the price of this most important ingredient.

Pure vanilla extract for culinary purposes is sold through retail channels of distribution generally in 1 oz. and 2 oz. bottles, at 12c. a 1 oz. bottle and 21c. a 2 oz. bottle. Orange and lemon extracts sell for 15 and 25c. a bottle. Flavoring extracts in some form are found in practically every kitchen.

Mr. Burnett called attention to the severe com-



GEORGE H. BURNETT



L. P. SYMMES



JOHN S. HALL

petition that confronts manufacturers of pure extracts; competition coming from manufacturers of non-alcoholic flavors who produce distinctly inferior flavors which are sold on price alone. Non-alcoholic flavors are often prepared by small manufacturers who have little, if any, invested capital, no machinery, and equipment of a most rudimentary nature. They are sometimes produced in unsanitary surroundings, and usually sold locally, and generally by house to house canvasses. Little, if any, alcohol is used in making them, as they are usually synthetics dissolved in water and glycerine. Every gallon of these products sold displaces the sale of pure products containing alcohol, with corresponding loss in income to the government. As this competition is based solely on price, it has had a startling increase during the past few years since the higher cost of flavoring products due to the increased tax on alcohol. The decline in importations of vanilla beans, as evidenced by Department of Commerce statistics during the last four years, lends confirmation to this statement.

HOW TAX REDUCTION WORKED IN CANADA

Owing to the fact that the interested industries are on a highly competitive basis, it is certain, Mr. Burnett further pointed out, that any reduction in the tax on alcohol for non-beverage purposes will be passed on to the consumer. In Canada the principle of a differential in a tax on non-beverage alcohol was established by appropriate legislation. The lower cost was soon reflected in lower prices to the consumer.

Since the repeal of the Eighteenth Amendment practically all of the States and the District of Columbia have passed liquor control acts wherein a differential has been established between alcohol intended for beverage purposes and that intended for non-beverage purposes.

Two resolutions, one from the Flavoring Extract Manufacturers Association and the other from the National Manufacturers of Soda Water Flavors urging the recognition of the principle of a lower tax on alcohol for non-beverage uses and asking that the present tax on non-beverage alcohol be repealed or reduced to \$1.10 per proof gallon were presented.

L. P. Symmes discussed the Canadian law and read into the record the statement forwarded by the Interstate Manufacturers Association, which in part recommended that the Treasury Department eliminate the existing tax on alcohol intended for non-beverage purposes.

Hon. James P. McGovern, of the Industrial Alcohol Institute, stated that in his opinion the Treasury Department, in the event the entire tax was eliminated, has specific control over the use of such alcohol under Section 13 of Title III of the National Prohibition Act, now in effect.

E. L. Brendlinger emphasized the present emergency in a telling way.

The matter will be taken up by the Treasury Department which promised to give careful consideration to the recommendations.

FLAVOR MAKERS MEET

THE National Manufacturers of Soda Water Flavors listened to a review of legislation in the past year and a summary of the activities of the association by John S. Hall, attorney and secretary at its 33rd annual convention in New York, November 2. Mr. Hall also reported on the Wheeler-Lea amendment and the Robinson-Patman Act, and gave a brief but thoughtful resumé of legislative trends of vital interest to all of the allied industries and especially to the flavor groups. How the association has been cooperating with allied industries to induce Congress to establish a differential in the tax on alcohol for beverage and non-beverage purposes was also explained.

The following officers were elected: President, G. M. Chapman, Liquid Carbonic Corporation, Chicago, Ill.; vice-president, Clarke E. Davis, Virginia Dare Extract Co., Inc., Brooklyn, N. Y.; treasurer, Wm. H. Gast, Theonett & Co., Inc., Chicago, Ill.; attorney and secretary, John S. Hall, 1251 First National Bank Bldg., Chicago, Ill.

Directors: O. R. Randall, National NuGrape Co., Atlanta, Ga.; Myron J. Hess, S. Twitchell Co., Philadelphia, Pa.; Thomas A. Deasy, John Mulhern Co., San Francisco, Calif.; C. H. Redding, Foote & Jenks, Jackson, Michigan; S. R. Casey, Blue Seal Extract Co., Cambridge, Mass.

The association is considering taking advantage of the promulgation of trade practice rules to alleviate governmental demand for drastic regulation.

DECEPTION IN BOTTLES

IN briefs filed by John S. Hall with the Food and Drug Administration, the Flavoring Extract Manufacturers Association and the National Manufacturers of Soda Water Flavors have suggested a new section for Section 403 to eliminate deception in bottles. This gives a definite mathematical calculation involving the design and volume of the container. Such a calculation, involving thick glass, paneling and actual capacity, will evolve an unbiased decision as to legality. The formula is:

$$\frac{\text{apparent displacement volume}}{\text{capacity of bottle}} = K$$

The apparent displacement volume is determined by measuring the actual water displacement and adding the volume of the depressions due to paneling. Bottles whose ratios have been calculated are compared with the corresponding constant for the purpose of classification as to legal or illegal.

The constant "K" for normal two- or four-ounce bottles is found to be 1.5 or less. Hence bottles and similar containers of two- and four-ounce capacity whose constant is 1.5 or less are normal. Those whose ratios exceed 1.8 are deceptive to the purchaser and their use prohibited. Larger bottles, to be satisfactory, should show a reasonably similar ratio.



EDITORIALS

AN AVALANCHE IS COMING

IT HAS been computed that if every state had the same food, drug and cosmetic law as Louisiana has, a house like Colgate-Palmolive-Peet Co. would have to pay additional taxes annually of about \$140,000. In some cases they would be larger.

Aside from the menace of the tax burden, there is a more insidious threat in the flood of state food, drug and cosmetic laws expected in the coming year; and that threat lies in the erection of state tariff walls. One has but to look at the situation in the brewing industry in the states of Michigan, Indiana, California, Missouri, Minnesota and Pennsylvania, where it is almost impossible for a brewer residing in one of the foregoing states to ship his products into any of the others, to realize what may easily happen to our industry unless serious attention is given to forthcoming state legislation in nearly all of the states.

No better solution of the impending avalanche of state legislation could be had than the support of the model uniform state food, drug and cosmetic bill recently approved by the Drug Trade Conference. It coincides with the federal law and it would accomplish for our industry what the passage of the uniform state negotiable instruments law did for banking and business generally. The proposed model statute deserves the united, vigorous and intelligent support of all engaged in the industry.

FORESTALLING DRASTIC REGULATION

FEDERAL supervision over industry is undoubtedly here to stay. What then is the best means of cooperating with the various boards and commissions of the federal government? Unquestionably spontaneous cooperation will go a long way towards alleviating governmental demand for drastic regulation; and the first step along this line for any

industry, as John S. Hall suggests, is the promulgation of trade practice rules.

Industries, through the majority of their members, or through a trade association, may request the Federal Trade Commission to conduct a conference for the purpose of specifying trade practice rules to be observed by all members of any given industry. In Mr. Hall's opinion such a trade practice agreement can be extended to include all of the major federal acts. The violation of any rule condemned *by the industry itself* will then be considered an unfair method of competition.

WHY CHRISTMAS GIFTS?

PRACTICALLY everyone gives one or more gifts at Christmas. Why is it done and what is the significance of the custom?

When Rome was mistress of the world, the good bishop of Myra, St. Nicholas, spent much of his time and fortune in charitable work. His good deeds often took the form of anonymous gifts chiefly to the needy but often to others who had won his regard for noble or useful acts.

When he died the custom began of making gifts on his birthday, December 6. The idea spread over Europe. From the Dutch San Nicolaus, the name Santa Claus was derived. For some unexplained reason, the custom was shifted to December 25—possibly because that date was the occasion of a Roman festival. As a result of the shift, the custom of gift giving became associated with the Christian holiday of Christmas.

From the custom has emerged a remarkable fact: *No other buying idea has ever equaled the retail selling power of Christmas.* December, always dull before Christmas gift giving was established, has been made the busiest season of the year. But why limit gift giving to Christmas? The idea has latent possibilities. What doth it profit a man to gain the whole world only to leave a rich widow?



EYE LIFTS

New TOILET GOODS Review

Eye Lifts: The eyes, which come in for even more attention with the new upswept hair styles, may be given a quick beauty treatment with Eye Lifts, a new product by Mastin. These are soft felt eye masques saturated with a camphorized solution which, it is said, will cool and rest the eyes and tend to smooth out "strain" lines. A ten-minute application is effective, the maker declares. The masques are packaged in jars. By replacing the used lift in back of others in the jar, it becomes saturated and ready for use again.

Creams with Carrots: Carotone, a substance made from the ingredients of the common carrot, is the principal constituent of the new beauty creams created by the Dalma Co. Carotone, it is maintained, will aid in releasing facial tension which frequently prevents proper penetration of creams into the skin. Four preparations are offered: cleansing, tissue, and stimulant cream, and skin freshener. They are packed in

white opal jars and wrapped in deep purple transparent paper tied with lavender ribbon.

Powder Base Stick: A new make-up base which goes on like a lipstick has been developed by Hampden, the cosmetician. The new product, called "Powd'r-Base", is said to be greaseless and non-penetrating, remaining on the surface of the skin as a protective film. The base acts as an anchor for make-up, the creator states, and prevents it from smearing and brushing off. The stick comes in two sizes and four shades. The larger size is mounted on a shiny lavender foil base. The cream-colored cover is printed in lavender. More recently, the maker created rouge in the same form. Again, the solid wedge is applied right to the cheek as easily as lipstick. The rouge comes in three shades and two sizes, in packages similar to Powd'r-Base. Harold F. Ritchie is sales agent.

Perfumer and Humidifier: To add the proper amount of vapor to artificially heated rooms, Reidcraft offers a simple portable humidifier, Airoma, which is also a perfumer, cosmetic beautifier, and medicator. The flecked amber glass reservoir is

filled with water and the automatic lever may be turned to a high or low rate of evaporation. Even with the lever set "high," the reservoir will not need refilling for four hours, it is claimed. Airoma becomes a perfumer by simply inserting an open vial in the holder back of the vapor chamber. For medicinal inhalants, a wire attachment which holds a saturated puff is inserted in the holder with the puff over the chamber. A convenient visor attachment permits fragrant steam bath facials. The chambers and stand are made of gold and walnut Bakelite, mounted on a walnut tray. Reliable tests, the manufacturer reports, show that the device is easily handled and inexpensive to operate.

Avocado Cosmetics: The fruit and oil of the sun-ripened avocado have been injected into the formulae of the new Ruth Rogers cosmetic line. This beneficial fruit ingredient, it is said, will help prevent skin drying. The liquid powder base contains avocado oil. The astringent has avocado peel as a base and the face powder is made from pulverized avocado seeds. The color scheme of the packages is green and gold with the avocado pear designed on the gold printed label.



CARROT CREAMS



POWDER BASE STICK



HUMIDIFIER



AVOCADO COSMETICS

desiderata

by MAISON G. DE NAVARRE

Hair Lacker With the upsweep hair style, comes a demand for hair *lacquers*, or *lackers* as some call them. These preparations are sprayed on the hair after it has been brought into the desired shapes. It keeps it in place once it is set right. While we haven't taken apart any of the preparations on the market, it would be a good guess to think these are made of water soluble resins, such as glyceryl, glycol, sorbitol or manitol borates. From two to five per cent in a hydroalcoholic vehicle should do the trick. Try it out and see for yourself.

Triethanolamine Discoloration If you are making a triethanolamine oleate, palmitate, myristate, laurate, or stearate, you know that shortly after the soap is made, it picks up a dark brown color. To overcome this discoloration, change from triethanolamine to tri-isopropanolamine, using like amounts and in the same way. It will surprise you how easily discoloration is overcome.

Tetra-Sodium-Pyrophosphate The formula is $\text{Na}_4\text{P}_2\text{O}_7$. The pH of a 1% solution at 25°C is 10.2 and at this temperature 100cc of water dissolves about 6.5 grams of the salt. The potassium salt is much more soluble, 235 grams dissolving in 100cc of water at this same temperature. The salts have unusual water softening and emulsifying action and will find their way into shampoo; soap powder, bars and flakes; hand pastes; wall cleaners, etc. From two to three per cent of the salts are recommended to be used in conjunction with soap. Several suppliers offer the materials.

Alcohol Sharpness The forthcoming bulletin from the Research Service of the *American Perfumer* will be on the handling of alcohol for use in toilet waters and perfumes. So-called *pre-fixation* and its effect

on alcohol will be reviewed. Compounds that easily round off alcohol sharpness will be thoroughly discussed. Much other data, too. Order your copy now.

Hair Wave Oils Every maker of permanent waving solutions is looking for an oil that leaves the hair soft, shiny, and well waved. I've just seen a couple such oils that will be available to the trade probably by the time this appears in print. Add them at the rate of 2 to 4 ounces to the gallon of wave lotion, and you get a milky waving solution that is really a *de luxe* product. The purpose of the oils is to cut down the harsh action of the alkalis on hair, help in the waving operation, and leave the hair in a shape that will make every woman shout with glee. Not a sulphonated oil mixture, but a brand new creation. The price will be right, too.

Vitamin F The boomerang has at last become manifest. This writer questioned the nomenclature of this material as far back as three years ago, and cautioned in his writings that there might be trouble ahead if the designation *vitamin F* were used; and now there are a few F.T.C. citations on this very point. Interesting will be the outcome.

Don't misunderstand. The material has *some* usefulness, but its name is wrong, as well as some of the claims which have been made regarding its effectiveness.

Caution So many people write in asking for advice in view of the new Food, Drug and Cosmetic Act, that it is evident that a lot of them are concerned. So am I. The best advice is: clear the decks now. Clean up your labels, cartons and literature. If you have your products made by a private label house, don't print many labels or cartons ahead as you may have to use the designation "distributor." In addition, the carton printing matter, as well as front and back label legends are in

such a state of confusion that you'd best go slowly until something definite results from the public hearings just had on the regulations offered the trade. Caution is the word. Go slowly.

No one knows what the FDA is going to do first or next.

Mignonette The next floral odor to sweep 'em off their feet will be aroma of the dainty mignonette. Not the violent smelling stuff so often sold for mignonette. But a dainty floral odor, true to the flower, with a couple of new notes thrown in to boot. Watch it.

Bulletins Every day, a few are turned down on bulletins published in the past. Most of the earlier bulletins are out of print and will not be reprinted until next year, when they will be completely revised. At the moment, the *Emulsions* bulletin is still available free to subscribers, and will be until December 15. Then it is two bits to one and all, as long as they last.

Don't you wish you had one. GET IT NOW. They are going fast.

Fly Spray Activator One supplier has recently brought out an activator for fly sprays. In case your product is a bit weak on the punch, adding a small amount of this pleasant smelling liquid certainly peps it up. If you are in the fly spray business, it would be well worth your while to investigate this.

Pomade Perfumes If you wait long enough, anything will be back in style. Now it is the pomade perfume, popular quite a few years ago. My guess is that the pomade will be in an entirely different form. Much softer, probably sold in tubes, and in a non-greasy base. Manufacturers should encourage the idea as it does away with the grief of Federal supervision on the solvent used. Small manufacturers will find it a blessing.

NEW PACKAGES



1.. RIGAUD: "Féerie Moderne" is the name given to the new perfume offered by this house. A light, winsome odor characterizes "modern enchantment." The package is representative of the perfume. The grooved crystal flacon is saucer-shaped with a frosted crystal stopper. The brown satin box, lined in beige, has on its cover a reproduction of the famous painting by the Parisian artist, Jean-Gabriel Domergue, who assisted in designing this package.



2.. CAMPANA: The classic Ionic shaft of the old Greek temple served as a model for the new Italian Balm bottle. Opal glass is used to give the effect of marble. The new bottle, it is stated, contains a larger amount of Italian Balm than any other bottle marketed by this firm. It has been designed to fit the regular Italian Balm home dispenser.



3.. LA CROSS: This company's newest presentation, the Cruise Set, is tidy and compact—expensive-looking yet reasonably priced. The alligator grain genuine leather case is satin-lined and comes in chestnut, brown, and beige. Two shades of nail polish are included, in addition to the regular staple manicure items.

4.. JERGENS: This company offers its new product, a general utility beauty cream, in a simple white opal jar with contrasting black label and closure. The black aluminum cap, set off by a narrow bead of natural aluminum, is embossed on top with the name "Jergens." It has been designed to fit snugly so as to minimize evaporation loss in content. Containers by Carr-Lowrey Glass Co.

5.. MARJORIE CASTLE: The striking packages of the new cosmetic line, "Three Cheers", brought out by this London company were designed by Josephine von Miklos, noted artist and designer. The line has only four items for women: perfume, toilet water, dusting powder and double-purpose cream. A toilet water for men is included. The color scheme of the packages is white and dubonnet. The top of each bottle is swathed in chamois neatly tied with a chamois bow. The outer boxes are wooden and make good shipping containers. When opened, the boxes reveal a bed of shocking pink cotton.

6.. ELIZABETH ARDEN: A handy, compact beauty case designed to fit in the business woman's desk drawer, the college girl's locker shelf, or the

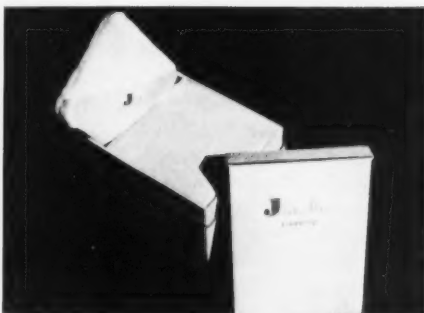




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11

pocket of a car is the latest Arden offering. The Looking-glass Beauty Box—so-called because, when it is opened, a mirror stands up like a dressing table looking-glass—holds all the requisites for a quick clean-up, face treatment, and makeup. It is made of fabrikoid in black, brown and the new Prince's Feather red.

7.. HERB FARM SHOP: The English line of cosmetics made from herbs and flowers has been attractively packaged in dainty, quaint jars and bottles. The white built-up plastic caps add an old-fashioned touch to the opal jars. Grosgrain ribbon in pastel shades is tied around the glass-stoppered bottles and the pungent-scented pomander balls. The labels in pastel colors to match the ribbon are printed in gold.

8.. WILDROOT: The four most popular products of this company have been repacked in containers of related design. The hair oil and brilliantine are in identical containers of modernistic, sure-grip design. The curling lotion is in a taller edition of the same container. The wave set item is in a still larger container. Both containers and metal closures were supplied by Owens-Illinois Glass Co.

9.. JEURELLE: The new dusting powder, which this house presents in the Libretto scent, has a creamy tone instead of white to blend more with the natural skin color. The package is a simulated white leather box

trimmed and printed in gold and has a complete and separate compartment for the puff.

10.. JEAN JORDEAU: A new non-sticky hand cream has been brought out by the makers of Zip products. The white opal jar is wide on top and designed for convenience in application. The metal cap is shell pink printed in white.

11.. BEAUTY COUNSELORS: This firm introduces "Tap-it", a new purse-size container for perfume. A tap on the top releases a drop of perfume. The plastic case comes in four colors: Persian orange, robins-egg blue, black, and white. It is the size of a lipstick and holds a vial of perfume in a choice of eight odors.

12.. CHARLES OF THE RITZ: Two new items are offered by this firm in time to invite consideration by Christmas shoppers. One is a toilet water, a pungent bouquet, called "Tingle." Its streamlined, fluted bottle has a cerise cap and label, the latter printed in white. The pale blue box has "Tingle" lettered in cerise all over it and has a cellophane wrapping which is sealed at the ends with cerise labels. The other new item is "Spur" dusting powder to complement "Spur" eau de cologne with its vigorous outdoor odor. The white powder box has tiny red pin dots and red edging and contains a large wool puff. This combines with the cologne in a pale blue and red package to make an interesting set.



12

QUESTIONS AND ANSWERS

254. Lemon Bleach Facial

Q: The following is a formula for a lemon bleach facial pack. I find that on standing for several weeks, the pack gets moldy. Please advise if the preservative I am using is correct, or should I change to another. HD. Conn.

A: Replace the sodium benzoate with benzoic acid, using 2 ounces in place of 4 ounces. If this doesn't work, use methyl-p-hydroxy-benzoate in the ratio of 1:750. Dissolve the benzoate in water by boiling. If you will consult the bulletin on *Preservatives and Antiseptics*, you will find a great deal of helpful information on this problem.

255. Transparent Lacquer

Q: If possible, I would like to get a formula for transparent lacquer for use on the hair to be sprayed on in producing the "upsweep" hair dress. AV. Mass.

A: To our knowledge, these are usually dilute gummy wave sets that dry to a tough film. However, it would seem to us that if you used one of the synthetic water soluble resins in say from two to five per cent concentration, with a sufficient amount of alcohol, you would probably be able to get the desired effect. Names of suppliers of the synthetic water soluble resins are going forward to you under separate cover.

256. Foam and Bubble Bath

Q: I beg you to supply me with the most suitable formulas for foam baths, bubble baths, and baths made with powdered milks and other materials. I would appreciate very much if you also tell me how cleansing pads are made. CFM. Italy.

A: The article on cleansing pads in the April *American Perfumer* is just about as complete information as we can give you on this subject. Bubble baths are usually made from a wetting agent either in conjunction with a standard bath salt formula, or in liquid form. In either case, at least ten per cent wetting agent is

necessary. A useful addition in most cases is gelatin or saponin. These materials tend to prolong the bubble effect. The wetting agent chosen should be one that is easily soluble and one that gives a great deal of foam. A variety of these is mentioned in the bulletin on *Wetting Agents*, which we suggest that you consult. As for the milk baths, we suspect these to be made of skimmed milk powder and sodium sesquicarbonate crystals, in any ratio satisfactory to yourself.

257. Liquid Shampoo

Q: Please give us a good formula for a liquid shampoo similar to Dopal d'Oreal made without any soap and alkalis at all. Also please give us formulas for shampoo powders utilizing soap tree bark, suitable for brunettes, and chamomile for blondes. TL. Belgium.

A: The liquid shampoo can be made along the lines suggested in the November *American Perfumer* in an article by M. G. de Navarre. A shampoo powder using soap tree bark as a base can be made as follows: Add 25 parts powdered borax to 25 parts powdered soap tree bark and mix well. To this mixture, add 50 parts of sodium carbonate powder and again mix. Perfume to suit. A chamomile shampoo powder can be made from the following: Mix together 25 parts chamomile extract, with at least 4 times this weight of borax. Allow to dry and powder. Now add enough wetting agent powder to make 1000 parts and mix well. Perfume with chamomile oil to suit.

258. Shampoo Cream

Q: We would be grateful if you would let us have as soon as possible a formula for making shampoo creams. The creams should be non-alkaline, give a good lather, and must not precipitate in cold or hot water. PB. France.

A: We presume that what you have in mind is a more concentrated product than ordinary shampoo, one that

is paste-like, perhaps. If such is the case, we would suggest that you start with concentrate containing about fifty per cent anhydrous soap more or less, to which you add a small amount of oil such as olive oil or coconut oil. Mix the mass well to emulsify the oil in the soap, preferably milling the product. Perfume and color to suit.

259. Liquid Hair Lacquer

Q: We await a formula for a liquid hair lacquer, one that serves only to give the hair a gloss. The French firm, Nieve de Cevennes, produces a polishing stone with the name Diamant Perre, and we ask you to give us a formula to make up the same. JL. Poland.

A: We are not acquainted with the French product you mention, hence must decline the opportunity to help you. Regarding your hair lacquer, we suggest that you use two to five per cent synthetic water soluble resin, along with a suitable amount of alcohol. Or you may thin down your present hair waving fluid with alcohol or water, to the point where it can be sprayed on with an atomizer, as these preparations are used in the hair waving operations. The other information requested goes under separate cover.

240. Non-Greasy Hand Lotion

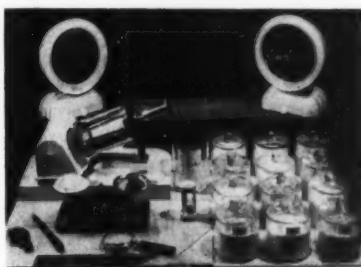
Q: I have been reading your magazine for a couple of years and I find it to be the best in the industry. Please send us a formula for a quick drying non-greasy hand lotion, preferably one that contains albumin and oil of almonds. Please give your exact procedure in making up the formula suggested. SP. Alabama.

A: We know of no formula utilizing albumin and sweet almond oil. We have several formulas for the standard mucilaginous type using sweet almond oil. Lotions made with sweet almond oil will vary in greasiness directly with the amount of oil used. If such a formula will satisfy your requirements, please let us know.

NEW PRODUCTS AND PROCESSES

Automatic Powder Blender

A machine for blending powder in three minutes is offered by the Doralina Co. According to the manufacturers, face powder is automatically blended by the machine free from



Powder Blending Machine

specks, streaks or runs. Moreover, it is stated, the powder is not exposed to the air and other elements and hence it is hygienically blended. The blender is intended for use in the toilet goods department for the blending of powder to individual customer's needs and is offered as a means of stimulating sales. Further details are available on request.

Nylon

Nylon is the name given a new synthetic material announced by E. I. duPont de Nemours & Co., Wilmington, Del. for use in plastics, and as a transparent wrapping film. Though wholly fabricated from such common raw materials as coal, water and air, Nylon can be fashioned into filaments as strong as steel and as fine as a spider's web, the makers state, yet more elastic than any of the common natural fibers. Its greatest field for usefulness will be in the textile field; but its use in plastic compositions is also promising.

Non-Corrosive Pipe

"Walkerizing" is the way Walker Brothers describe the process of fusing a uniform coating of zinc into the inside and outside walls of a steel tube over which is applied a second coating of a new inert substance to

resist acids, alkalis and salt water. The new conduit may be used to advantage, it is pointed out, in locations where chemical conditions create serious corrosion problems. Complete information about the new pipe may be had for the asking.

Steel Storage Files

Steel storage files said to be cheaper than cardboard boxes and shelving has been patented by the Steel Storage File Co. By means of a locking device files of any size may be stacked to any convenient height, it is pointed out. The files are said to find many applications not only for keeping records but also for storage of supplies.

Electrometric pH Meter

A means of measuring the pH which is dependable and, especially in the case of colored and creamy preparations, is not affected by the color or consistency of the product itself, is offered by the Thwing-Albert



Thwing-Albert Portable pH Meter

Instrument Co. in the Thwing-Albert Portable pH Meter.

According to the manufacturers, it is electrometric in operation, rapid and positive in results which are read

directly on the instrument dial entirely independent of color or consistency of the substance being measured.

The instrument can be supplied for use with either quinhydrone, antimony or glass electrodes, or all three types can be used with one instrument. This, it is pointed out, gives it a range of usefulness not generally found in such instruments.

Where necessary, it is added, special electrodes can be furnished for measuring the pH of quantities as small as one drop, or for taking the pH of the skin or other special applications.

Thwing-Albert pH Meters are direct reading and simple to operate. Brief but adequate instructions furnished with these instruments enable any person to take a pH reading successfully.

Laboratory Fire Blanket

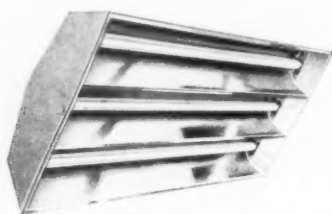
A fireproof blanket, that may be wrapped tightly around one's body in a few seconds without assistance, is offered by the Davis Emergency Equipment Co. for protection of laboratory and industrial workers.

The fire blanket is wound on a vertical roller, which is mounted on a wall or post. Should a worker's clothes catch fire, he thrusts an arm through a catch-rope attached to the exposed edge of the blanket and, turning rapidly, wraps the blanket closely around him, thus extinguishing flames in his clothing or protecting himself from burns. The blanket is made of fireproofed and moth-proofed wool. It is also suitable for extinguishing small fires by smothering them.

Daylight Lighting Unit

A new lighting unit designed to the color corrected lighting qualities of the recently developed daylight white fluorescent lamp is announced by the Benjamin Electric Mfg. Co. The new lighting unit is designed to bring to

industrial operations, which require accurate discrimination of color for matching, grading and sorting, a daylight artificial light of high efficiency. The daylight illumination, it is pointed out, is produced without the usual absorption necessary for correction of incandescent daylight

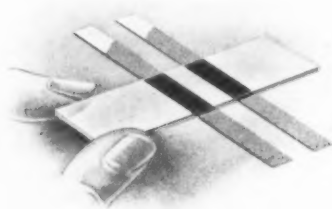


Fluorescent Lamp Diffuser Unit

units. The low surface brightness of the lamps and practical absence of radiant heat, the makers add, permit the location of lighting units low over the working plane and even in the direct line of vision without discomfort.

pH Testing Chart

A new chart printed in fourteen colors, issued by R. P. Cargille, shows how Hydrion pH test paper has been extended to include a color change for each pH unit throughout the range from pH 1 to pH 14. Fourteen buffer solutions, one for each pH unit, are used to bring out on the test



Making a pH Test

paper the characteristic color for any pH unit. Also new is the simple comparator plate included in each vial to make colors more vivid and facilitate comparisons.

Hydrion test paper is used like litmus, but gives readings to well within 0.5 pH units, the makers state. The complete Hydrion set contains a set of 14 buffer solutions and 12 vials of Hydrion test paper. A comparator plate is included in each vial.

Color charts will be sent without charge to those interested.

CATALOGS AND DEVELOPMENTS

Because of the convenience and nonleakable qualities claimed for Kimble glass vials, they have been selected by Dale S. Davis Associates, importers, of Watertown, Mass., as containers for the perfumes they are offering in new purse flacons.

The Latest Price List of the J. T. Baker Chemical Co., Phillipsburg, N. J., lists the complete line of 135 industrial chemicals which this company offers.

Amines is the subject of a new folder issued by the Carbide & Carbon Chemicals Co. Known as "Chemical Group Folder No. 10," this publication is the second of a series of new pamphlets which are designed to present information on industrial organic chemical families. It describes and presents the principal physical and chemical properties of fourteen commercial amines. A convenient table shows the most important physical properties in a form in which they can be easily compared. It also includes their pH values in aqueous solutions and in the solutions of their soaps. Because amines are being used more and more extensively for emulsifying, neutralizing,

saponifying, and as the basis for further syntheses, this presentation of properties in a concise form will be of value to many. Copies of the folder may be had on request.

Completing its fourth year of direct color advertising, the Continental Can Co. offers a handsome presentation of representative package designs called "*Color Commands Attention*." Novel in many respects, this book dramatizes the use of color in modern packaging in a way that has never been done before. Over eighty fictitious label designs are shown for standard products packaged in tin, including suggestions for others never before packed in a metal container.

Manufacturers of products which can be packaged should, by all means, obtain a copy of this unusual book. A note addressed to this publication or direct to the Continental Can Company, 100 East 42nd Street, New York, will start a copy on the way to you.

The Boonton Molding Co. is now located in its new offices, Suite 2011, in the Chanin Building, Lexington Ave. at 42 St., New York, N. Y.

NEW PUBLICATIONS

Retailers' Calendar and Promotional Guide for 1939, published by the National Retail Dry Goods Association, contains two new features: Days, dates and weeks that can be used for planning and intensifying 1939 promotions so arranged that each month's material is on a double spread; and monthly percentages of sales for each department by Federal Reserve districts. The specific data, detailed suggestions and format are the same as formerly. Copies are sold for \$2.50.

The University as an Instrument of Social Progress, an address by Winthrop W. Aldrich, Chairman, Board of Directors, Chase National Bank, given at Northeastern University, Boston, Mass., has been printed in a 13-page pamphlet. The

function of the American university in educating men and women for democracy is the major theme of this interesting discourse.

Internal Revenue Cumulative Bulletin 1937-8, containing rulings made July-December, 1937, gives on pages 502-5 the decision of the U. S. Circuit Court of Appeals for the Second Circuit as to what is meant by the fair market price (upon which the excise tax is imposed) in Section 619 (b) 3 of the Revenue Act of 1932, as applied to toilet preparations manufacturers who sell to sales subsidiaries. It affirms the decision previously given on the case of Bourjois, Inc. vs. Collector of Internal Revenue to the effect that where a manufacturer organized wholly owned sale subsidiaries to which it

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Manufacturers of
COLLAPSIBLE
TUBES since
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COLORFUL

TURNER WHITE METAL CO., Inc. . . . New Brunswick, N. J.

sold its products, and the subsidiaries sold to the trade at substantially the same price at which the manufacturer had previously sold them, the Commissioner was justified in determining the fair market price as that at which the subsidiaries sold to the trade rather than that at which the manufacturer sold to its subsidiaries. The bulletin is for sale at 50c by the Superintendent of Documents, Washington, D. C.

Industrial Price Policies is the title of Public Affairs Bulletin No. 23 just recently published. It is a summary of a research study made this year by The Brookings Institution, Washington D. C., under a grant of fund from The Maurice and Laura Faulk Foundation, Pittsburgh, Pa. The pamphlet discusses the effects of low prices on business and profits and how they can be reduced without loss to stockholders or workers. It may be obtained for 10c from the Public Affairs Committee, Inc., 8 West 40th St., New York, N. Y.

A Summary of Examinations Made of Foods, Drugs and Related Materials during 1937 has been published by the Connecticut Agricultural Experiment Station, New Haven, Conn., in Bulletin No. 415. Included are summaries of tests made on Armand lipstick, DuBarry Milk of Cucumber, and an extract of witch hazel made by the Reo Chemical Co. The first two items were approved; the latter was found to contain diethylphthalate.

The Ingredients of Almay Cosmetics for hypersensitive patients are stated in detail in a 15-page formulary put out by the Almay Pharmaceutical Corp., New York, N. Y., to be distributed among physicians. A price list is also included.

A world survey of the synthetic organic chemical industry which contains reports from eighty countries has been released by the Dept. of Commerce, Chemical Division. The survey was undertaken by C. C. Concannon, chief, and J. N. Taylor of the Chemical Division with a view to supplying American chemical and related industries with information regarding outlets for their products in foreign countries and to acquaint them with competitive conditions and other data in

connection with this fast growing industry. The 164-page study, known as Trade Promotion Series No. 189 *Synthetic Organic Chemicals—World Developments and Foreign Markets* can be secured from the Superintendent of Documents, Washington, D. C., at 20 cents per copy.

The autumn issue of Beauty Fair, a small 23-page house organ put out by Rose Laird, describes fall trends in shoe styles, dancing, and fashions. In addition, it gives helpful exercises for those who stand or sit most of the day, as well as hints on correct walking.

A Survey of Synthetic Resins and raw materials used in their manufacture has been released by the U. S. Tariff Commission. Copies may be secured from the Superintendent of

Documents, Washington, D. C., at 25c each. The survey is Report No. 131, second series.

The Career Department of Made-moiselle, a magazine for young women, published at 1 East 57 St., New York, N. Y., has issued a six-page bulletin on cosmetics and beauty culture as a career. A copy may be had on request.

1938 in Review is the subject of a neat 32-page booklet issued by the Drug, Chemical and Allied Trades Section of the New York Board of Trade, Inc. It covers the reports presented by the standing committees at the 48th annual meeting. The booklet serves to give an excellent resume of the work done by the association in the past year.

TECHNICAL BOOK REVIEWS

□ **BRITISH EMPIRE TRADES INDEX, Business Dictionaries Ltd., London, England. Seventh Edition, 1937-1938.** This index is a classified trade list of principal business houses with their cable, postal addresses and telephone numbers in the British Commonwealth of Nations. It is divided into three sections, the first being a classified trades list of manufacturers, producers and distributors of the British Empire, the second an alphabetical index of all firms in Section 1, and section three an alphabetical list of patent and trade-mark registration agents and trade-mark and brands of British Empire firms.

There is also a special supplement section of companies, firms or individuals who undertake government or municipal contracts. This index contains almost 700 pages, is printed on good stock and has a paper cover.

□ **NEWER METHODS OF VOLUMETRIC ANALYSIS, by Ralph E. Oesper, translated from the second German edition. D. van Nostrand Co., Inc., New York City. 5½ x 8½ inches, 268 pages, cloth, illustrated. 1938. Price \$3.75.**

Cosmetic technicians lack adequate books on the analysis of cosmetics, so that any book giving help over and above that usually found is a help.

The use of new methods for all types of chemical substances is the keynote of the book. Main subjects are: elimination of titration errors; ceric sulfate as volumetric oxidizing agent; alkaline permanganate methods; iodate and bromate methods including Manchot's brometric method; chromous solutions as reducing agents; oxidation-reduction indicators and adsorption indicators.

□ **ESTHETIC PHYSIOLOGIQUE ET COSMETIQUE MODERNE, R. M. Gattepossé. Paper covers, 10 x 6½ in., 275 pages. Girardot & Co., Paris, France. Price 50 francs.**

This new work in French is the sequel of *Produits de Beauté* of which the Spanish and Italian editions have just appeared. It is written from the practical experience of the author. It covers the field of physiological dermatology and gives the latest practice. Formulas by the author and other specialists add to its value.

Hygiene and morphology are considered after which raw materials are discussed. Hormones and vitamins, lecithin, antiseptics, Vitamin F, and colors are among the many subjects taken up. Care of the skin, suntan products, hair preparations and the care of the hands as well as the lips and dentifrices are discussed.

The American Perfumer

ROWELL
paper
BOXES

Rowell Paper Boxes deliver full value for your money. They have a craftsmanship finish and sturdiness that pleases both dealers and consumers. We invite you to send us specifications for your next powder, perfume or toilet preparations box—so we may submit suitable samples.

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Phone: MUrray Hill 2-3447

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Phone: SUperior 1676

Hollywood, Cal., Office: C. H. E. DUNN, Guaranty Bldg., 6331 Hollywood Boulevard

Phone: HOLlywood 0111

Boston Office: H. P. TUCKER, 52 Chauncey Street

Phone: HANcock 0398

St. Louis Office: THE DICK DUNN CO., Merchandise Mart Bldg., 12th Blvd. & Spruce St. Phone: Central 3544

Detroit Office: H. E. BROWN, 2842 West Grand Boulevard, 319 Curtis Building

Phone: TRinity 2-0191

Illustration shows actual size photograph of Vanity Set Box, No. 391-PS.



NEWS AND EVENTS

Drug and Chemical Section of N. Y. Board of Trade Elects Officers

Charles E. Kelly, president of Hagerty Brothers & Co., was elected chairman of the Drug, Chemical and Allied Trades Section of



Charles E. Kelly



Ray Schlotterer

the New York Board of Trade at the first meeting of its newly-elected executive committee November 26.

William D. Barry, New York manager of the Mallinckrodt Chemical Works, was elected vice-chairman and Robert B. Magnus, treasurer of Magnus, Mabee and Reynard, Inc., was elected treasurer. The section will be represented in the New York Board of Trade by George Simon, president of the Heyden Chemical Corp. Ray Schlotterer was reelected secretary.

Members of the new executive committee are Carl M. Anderson, Merck and Co.; R. F. Berls, McKesson and Robbins, Inc.; C. C. Caruso, Schiefelin & Co.; John A. Chew, John A. Chew, Inc.; Turner F. Currens, Norwich Pharmacal Co.; James DeCesare, White Laboratories, Inc.; M. N. de Noyelles, Chas. Pfizer & Co.; Ralph E. Dorland, the Dow Chemical Co.; David L. Kaltman, D. Kaltman and Co.; Elvin H. Killheffer, E. I. duPont de Nemours & Co.; H. M. Kirkham, the Upjohn Co.; Paul Miller, International Cellucotton Products Co.; John H. Montgomery, Fritzsche Brothers, Inc.; S. B. Penick, Jr., S. B. Penick & Co.; and J. J. Toohy, E. R. Squibb & Sons.

Cosmetic Manufacturers Gain in New Trade Pact

The new reciprocal trade agreement which becomes effective January 1, will reduce the present British 30 per cent ad valorem duty on dental preparations, creams, make-up, hair and manicure preparations to 20 per cent. This covers the bulk of American toilet preparation exports to Great Britain. The duty on shaving soaps and creams will be reduced from

30 per cent to 15 per cent ad valorem. The duty on hard soap, other than toilet and abrasive soaps, will be 15 per cent instead of 20 per cent ad valorem.

The United States will reduce its duty on toilet soaps valued at more than 20c. per lb. from 30 to 20 per cent. Canada will reduce duties on many pharmaceutical and chemical preparations.

Annual DCAT Dinner to be Held March 9

Plans are now under way and committees have been formed to begin preparations for the annual dinner of the Drug, Chemical and Allied Trades Section of the New York Board of Trade which is to be held March 9, 1939 at the Waldorf-Astoria Hotel.

Major Activities of Albert Verley to be in United States

Transfer of the major part of his personal activities in the manufacture of fine chemicals and aromatic substances to American soil, is announced by Dr. Albert Verley, distinguished aromatic chemist of Paris, France.

Dr. Verley recently arrived in the United States to complete the organization of Verley Chemical Co., of which he now becomes the active head, as president and technical director.

In a series of conferences with D. A. Bennett, associated with the new company and president of Albert Verley,



Dr. Albert Verley

Inc., appointed as its exclusive distributor, he is developing plans for the production of materials formerly imported from his European laboratories.

"We consider this to be a milestone in the progress of American per-

fumery," said Mr. Bennett. "In view of Dr. Verley's many important discoveries, including new ones he is about to project, and his standing in the field, it is highly significant that he has chosen this country as the most fruitful field for his future operations.

"He now believes, as we have believed ever since we began to represent Dr. Verley several years ago, that the industry in America is on the threshold of still further development and that the American public is ready to recognize and appreciate fine things on their merits, whether their source is foreign or domestic."

Among the best-known achievements of Dr. Verley is his discovery, about twenty years ago, of a method to produce the functional exchange in organic chemistry. By this means, it is possible to convert an alcohol to aldehyde; aldehyde to alcohol; ketone to alcohol; alcohol to ketone, etc.

For example: cinnamic alcohol from cinnamic aldehyde; citronellol from citronellal; anisic alcohol from anisic aldehyde; menthol from menthone, or menthone from menthol; and many other important aromatic chemicals which would have been unknown but for this important discovery.

This theory and practice has been published in many technical journals and the bulletins of the Chemical Society, Paris, France.

Dr. Verley sailed on the *Aquitania* December 10. While in America, he made his headquarters in the Chicago office of Albert Verley, Inc., where he was engaged in organizing the new Verley Chemical Co. in cooperation with its technical staff.

To Formulate Regulations for Listing and Certifying Colors

Information is being compiled by the Food and Drug Administration to formulate tentative regulations for the listing and certification of coal tar colors. The proposed regulations are to be discussed at a public hearing. Proposed specifications which such colors must meet to make them acceptable for certification are being prepared. It will cover only unmixed colors; but the certification of mixtures will be provided for.

In October the Department asked for samples of 93 colors for investigation. Only 72 were submitted, so the remaining colors have been deleted from the tentative list. The Government chemists have not had time to devise methods for the identification and determina-

Sold by a Subtle Odor



IT IS WELL for the manufacturer of face powders to remember that such desirable qualities as slip, adhesiveness, fineness and uniformity of particles are not always readily apparent to the customer and a powder must be used to be appreciated. That is why a subtle but powerfully attractive odor is so important in selling.

Givaudan has developed a wide variety of odors for face powders . . . odors that have proven their power to arouse and hold customer interest.

But the creation of new and intriguing face

powder odors is only a part of Givaudan's comprehensive service to the perfumer. Our research is constantly bringing forth aromatics that are helping to increase the sales of products throughout the industry—soaps, creams, lotions, extracts, toilet waters, lipsticks, rouge, bath salts, shaving creams and other cosmetics. We believe that your products will benefit by the long experience of our technical staff in making odor ingredients more appealing. Feel free to call on that experience when you need expert cooperation with your perfuming problems.

Givaudan

DELAWANNA, INC.

80 FIFTH AVENUE NEW YORK N. Y.

Look To

GIVAUDAN

FOR **QUALITY** IN

PHENYL ETHYL ALCOHOL

Givaudan's Phenyl Ethyl Alcohol is noted for that important feature always demanded by the perfumer—purity. It is maintained by a strict system of checking and re-checking—scientific control over every phase of production. We guarantee that our Phenyl Ethyl Alcohol is absolutely free from any mixtures. You will know it by its characteristically pure, sweet rose-like note. Let our long experience in producing this important material guide you in your search for quality.

Givaudan's Phenyl Ethyl Alcohol is made by a process fully protected by U. S. Patent Nos. 1,944,959; 1,944,958; and 2,013,710.

GIVAUDAN
DELAWANNA, INC.
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tion of all dyes submitted. Color makers have suggested some analytical methods. In others the Department is without information. The absence of analytical methods may cause exclusion of some colors from the permitted list.

Large Sales at First Joint Show for Minneapolis Buyers

Members of the local Co-Metic Club, of Minneapolis sold over \$150,000 worth of merchandise during their first joint show for buyers at the Radisson Hotel, Minneapolis.

The Co-Metic Club was formed about two years ago and numbers among its members such prominent people in the industry as Walden E. Balcom and Leon V. Lebedeff of Houbigant, Inc.; Walter E. Bell and Arthur P. Loomis of Yardley; Frank Dahlberg of Armand; Frederic M. Hayes of Elmo, Inc.; Herbert Johnson of Wrisley Toiletries; Harold B. Kinsella of Harriet Hubbard Ayer; Warren E. Kugler of DeRaymond Perfumes; Thos. J. McMillan of Richard Hudnut; Clarence H. Ober of Lenthéric; Marvin Schofer and Monty Brine of Dr. West Toothbrushes; W. H. Van Sickle of La-Crosse; Marshall Tilden and Frank Oakley of Coty, Inc.; Thomas Gemmel of Northam Warren; Ben Stienke of DeVilbiss; Wm. Sullivan of Bourjois, and Philip Schnitz of Irving Rice Co.

Second Model Cosmetic Statute to Cause Trouble

Another model food, drug and cosmetics statute has been drafted and distributed by the Association of Food and Drug Officials of the U. S. for introduction in the various states. Unfortunately the cosmetic provisions are not in harmony in several ways, notably in labeling, with the model statute approved by the National Drug Trade Conference.

Urge Tax Reduction on Alcohol Used for Flavors

The Treasury Department, through Under-Secretary John W. Hanes, has been petitioned by representatives in the drug and flavoring industries to reduce the tax on alcohol used in manufacturing flavoring extracts which, at the present time, is taxed at the same rate applied to alcohol used for beverages.

The following representatives of flavoring extract manufacturers participated: E. L. Brendlinger, Dill Co., Norristown, Pa.; George H. Burnett, Jos. Burnett Co., Boston; John N. Curlett, McCormick & Co., Baltimore; R. A. Mahan, United Drug Co., Boston; Fred S. Rogers, McMonagle & Rogers, Middletown, N. Y.; L. P. Symmes, Baker Extract Co., Springfield, Mass.

Among the associations represented



Foyer of new Charles of the Ritz salon; behind rosewood desk is mural by Paul Arndt

were: American Assn. of Colleges of Pharmacy, American Pharmaceutical Assn., Flavoring Extract Manufacturers Assn., Industrial Alcohol Institute, National Assn. of Boards of Pharmacy, National Assn. of Retail Druggists, National Manufacturers of Fruit and Flavoring Syrups and National Manufacturers of Soda Water Flavors.

U. S. Grand Jury to Probe McKesson & Robbins

McKesson & Robbins, Inc., Bridgeport, Conn., has filed a petition to reorganize under §10 of the Chandler Act, the new federal bankruptcy procedure, admitting that assets had been overstated by at least \$10,000,000. The affairs of the company will be investigated by a federal grand jury in New York. Trading in the securities of the \$87,000,000 company has been suspended by the New York Stock Exchange.

According to testimony, the manufacturing and drug business, the wholesale business and the liquor business are in a healthy condition and not involved. Warehouses in which crude drugs were supposed to be stored were, it was stated, only mailing addresses and in some cases did not exist. One was a public stenographer's office; another, a mimeograph operator's. W. L. Comings, a director, stated that if loss in the drug department and Canadian-controlled companies were considered, the company has about \$60,000,000 current assets and \$22,000,000 current liabilities with \$15,725,000 in outstanding bonds.

Charles of the Ritz Opens Larger Salon

Charles of the Ritz, Inc., has opened a larger, more modern beauty salon on the same site at the Ritz Carlton Hotel, New York, where operations were begun over twenty

years ago. The new air-conditioned salon offers the latest in beauty equipment and comfort.

The entrance is striking, with doors done in gold leaf and chairs and couches in feminine blue quilted silk. The powder bar is in the manicure room which is a blend of blue, red and chartreuse. Here translucent shell windows give an iridescent light. The twenty-six private booths are large and well lighted, as are the six permanent wave booths. In addition, there are four sound-proof facial rooms, drying room, and dispensary.

Packaging Exposition in New York, March 7-10—Jury Selected

The jury to select the Irvin D. Wolf awards at the forthcoming packaging exposition have been announced by the American Management Association.

All packages entered in the competition will be exhibited as a featured section of the Ninth Packaging Exposition, Astor Hotel, New York, March 7 to 10, 1939. Entries will be accepted from December 10 to February 8, 1939.

The Jury of Award, which will pass on the merits of all packages entered, includes James C. Boudreau, School of Fine and Applied Arts; W. F. Deveneau, National Folding Box Co.; Joseph M. Givner, Sears, Roebuck & Co.; Edgar Kobak, Lord & Thomas; C. B. Larrabee, Printers' Ink Publications; Mrs. Carol Willis Moffett, New York; Miss Dorothy Shaver, Lord & Taylor.

Dr. Morris Fishbein to Address Board of Trade Section

Dr. Morris Fishbein, editor of the Journal of the American Medical Association, will be the guest speaker at the December 16 luncheon meeting of the Drug, Chemical and Allied Trades Section of the New York

Board of Trade, at the Hotel Commodore, New York, N. Y. The subject of Dr. Fishbein's talk will be *How the Drug Industry can Better Serve the Public*.

Givaudan-Delawanna Holds Organization Meeting

Branch managers and representatives of Givaudan-Delawanna, Inc., from the various sections of the country, gathered in New York



Eric C. Kunz Ralph M. Stevenson

December 13, 14 and 15 at the company's offices, 80 Fifth Avenue, for the annual get-together meeting of the organization.

Under the direction of Ralph M. Stevenson, sales manager, there followed a constructive program of informative discussions and mapping of sales plans for the coming year.

Dr. Eric C. Kunz, president of the company, welcomed the out-of-town representatives and outlined the company's activities for 1939 in the improvement of old products and launching of new products.

The sessions culminated in an informal dinner of good fellowship at Hotel Brevoort the evening of the 14th.

The next day was profitably filled by a trip to the plant at Delawanna, N. J., inspecting new modern apparatus recently installed and other improved facilities for manufacturing their products.

A distinct note of optimism prevailed. While the company had no complaint with 1938 business volume, it was felt that 1939 would be upward.

Calendar of Regular Sessions of State Legislatures

The dates when state legislatures will convene in regular sessions in 1939 follow: Alabama, January 10; Alaska, January 9; Arizona, January 9; Arkansas, January 9; California, January 2; Colorado, January 4; Connecticut, January 4; Delaware, January 3; Florida, April 4; Georgia, July 17; Idaho, January 2; Illinois, January 4; Indiana, January 5; Iowa, January 9; Kansas, January 10; Maine, January 4; Maryland, Jan-

uary 4; Massachusetts, January 4; Michigan, January 4; Minnesota, January 3; Missouri, January 4; Montana, January 2; Nebraska, January 3; Nevada, January 16; New Hampshire, January 4; New Jersey, January 10; New Mexico, January 10; New York, January 4; North Carolina, January 4; North Dakota, January 3; Ohio, January 2; Oklahoma, January 3; Oregon, January 9; Pennsylvania, January 3; Rhode Island, January 3; South Carolina, January 10; South Dakota, January 3; Tennessee, January 2; Texas, January 10; Utah, January 9; Vermont, January 4; Washington, January 9; West Virginia, January 11; Wisconsin, January 11; Wyoming, January 10. No special sessions have been announced.

Guerlain Sues Woolworth on Small Perfume Sales

Suit against F. W. Woolworth Co., Inc., and Nips, Inc., has been filed in the New York Supreme Court by Guerlain, Inc., who charges that the sale of Guerlain perfumes in ten cent vials prepared by Nips is in violation of the fair trade laws. The claim is that, according to the fair trade contract, Guerlain's Shalimar, L'Heure Bleue, and Vol de Nuit perfumes should sell at \$1.60, \$1.00 and \$1.25, respectively, for one dram or less. It is also charged that the re-bottling process used by Nips changes the nature of the perfume and that therefore the perfume in these vials is not the original. Damages amounting to \$25 for each sale are asked.

Hess Co. of Rochester in New and Larger Quarters

The Hess Co., Inc., makers of perfumes, cosmetics and stage make-ups since 1882, has moved to new and larger quarters at 113 North Water St., Rochester, N. Y. New equipment is being installed in the plant to enable it to handle its increasing business to better advantage.

New Denaturant for Rubbing Alcohol Okayed

A new formula SD23-H for specially denatured alcohol for the manufacture of rubbing alcohol has been authorized by the Treasury Department.

The new formula calls for the addition of 8 gallons of U.S.P. acetone and 1.5 gallons of methylisobutyl ketone to every 100 gallons of ethylalcohol, 190 proof. It may be used as an alternative to S.D.23-G, which remains in effect and calls for 3.5 gallons of methylpropyl ketone and 0.5 gallon of methylisobutyl ketone. Both formulas also re-

quire the use of sucrose octa-acetate in making rubbing alcohol.

Albert Verley, Inc., Announces New Source of Floral Oils for U. S.

A new source of floral oils for American perfumers is announced by D. A. Bennett, president of Albert Verley, Inc., which has entered into a close affiliation with V. Mane Fils of Bar-Sur-Loup, near Grasse, France.

As a part of the arrangement, Dr. Albert Verley assumes technical charge of production of the natural flower absolutes and special oils for exclusive label and distribution by Albert Verley, Inc., in the United States, Canada, Mexico, and Cuba.

V. Mane Fils, known for many years as a supplier of oils to a great many of the largest perfume establishments in France, as well as to other manufacturers in the Grasse district, has three plants, of which one, at Barreme, is devoted exclusively to the distillation of lavender. It is said to be the largest, and the only exclusive lavender distillery in France. The third plant is located at Notre Dame.

Cosmetic Credit Men Give Dinner to Candee

A testimonial dinner to Louis Candee, retiring chairman of the Drug, Cosmetic and Chemical Credit Men's Association was given by the association at the Hotel Duane December 14. New officers of the association are: Edwin P. Agnew, chairman; C. Robinson, vice-chairman; H. P. Wade, treasurer; Nat Otte, secretary, and J. Reynolds, assistant secretary.



Louis Candee

Speakers included Dudley Field Malone, Judge M. T. Sulzberger, Hon. Peter Olney and Joseph Frier.

Columbia College of Pharmacy Giving Cosmetic Courses

The College of Pharmacy of Columbia University is giving a number of courses in the field of cosmetics. Three courses are given during the day on the following subjects: production and manufacture of perfume materials, manufacture and composition of cosmetic and toilet preparations, and analysis of cosmetics and toilet preparations. Two courses, one on the manufacture of cosmetics and toilet preparations, and the other on perfume mate-

rials and perfumery, are offered in the evening. All the courses are given by Prof. Curt P. Wimmer, associate dean and secretary of the college. The second semester will start January 30.

Aromatic Products Appointed U. S. Agent for Christo Christoff

Aromatic Products, Inc., headed by Michael Lemmermeyer has been appointed sole agent in the United States for Christo Christoff, Kazanlik, Bulgaria. Established in 1865, Christo Christoff operate large otto of rose distilleries in Bulgaria. For over a period of seventy years, the firm has been supplying otto of rose, rose concrete and rose absolute. Aromatic Products Inc., has also announced the opening of a new branch office at 715 Praetorian Building, Dallas, Texas.

Canadian Perfumers Enjoy Supper Dance

The Association of Canadian Perfumers and Manufacturers of Toilet Articles held a supper dance at the Royal York Hotel, Toronto, December 5. Lloyd Ward, F. Wilson, Harry Donnelly, Ralph Holway, Norman Dahl and John Sharman arranged the affair.

Maryland Governor-Elect Would Repeal State Cosmetic Tax

Herbert R. O'Connor, who was elected Governor of Maryland in the recent elections, declares that he will work towards the repeal of the ten per cent tax on cosmetics levied by the State of Maryland on the ground that this tax is an unfair burden on the consumers of these articles.

Buffalo College of Pharmacy Begins Practical Lectures

The University of Buffalo School of Pharmacy inaugurated another "service" for the retail pharmacist November 14, when the first of a series of lectures was given. Nearly 200 pharmacists of western New York attended the lecture on *Vitamins* which was given by Dr. Warren Allen, director of research education of the Upjohn Co.

Dr. Verley Hears His Own Musical Composition

On his recent trip to St. Louis, Mo., Dr. Albert Verley, head of Albert Verley, Inc., Paris, France, had the pleasure of hearing his own composition "Pastel Sonore" played by the St. Louis Symphony Orchestra. The "Pastel Sonore," a delicately colored tone poem, is of such

soft, subtle texture as to suggest the mystery and beauty of a haunting, glowing perfume essence, as one music critic pointed out. This is one of several well known orchestral works composed by Dr. Verley who has also written many songs. After the composition was played, Dr. Verley was called upon to acknowledge the enthusiastic applause.

Eaton-Clark Co. 100 Years Old

At the time of the great financial panic of 1838, Theodore H. Eaton, then 23 years old and Detroit representative for a Buffalo chemi-



Berrien C. Eaton



Richard Hedke

cal house, purchased the chemical business of Reilly & Ackerly, Detroit, which had started a few years previously. Thus, modestly, began a business which, in the ensuing 100 years, was to grow as rapidly as the city where it originated and to play an important part in Detroit's industrial development.

The founder took his son into the business at the age of 24 after the young man had traveled abroad and served as apprentice to his father. The firm then became Theo. H. Eaton & Son. Following the elder Eaton's death after a period of fifty years in his own business, Theodore Eaton, Jr., became sole owner. Later he admitted Benjamin F. Geiger into the business as a partner. Theodore Eaton, Jr., lived to give 51 years to the business and Benjamin Geiger served in the business for 42 years before he died.

Rufus W. Clark, nephew of Theodore Eaton, Jr., who is now chairman of the board of directors entered the business 39 years ago as salesman and assistant chemist. The company was incorporated as the Eaton-Clark Co. in 1911.

Berrien C. Eaton, grandson of the founder, joined the company in 1915, interrupting his association with the company to give two years service overseas in 1917-19. For the past eighteen years, he has been president and a director.

Richard Hedke, vice president and general manager, has been with the firm 31 years and Wm. O. Emery, secre-

tary and treasurer, completes 29 years of service this year.

Of the thirty employees in the firm who have completed ten years' service or more, ten have served at least 25 years. To commemorate the service of all employees of 25 years or more, the company erected a bronze tablet in the office lobby as a feature of its centennial celebration.

After its original home was destroyed in the great fire of 1848, the company moved into its own 5-story building where it remained for 78 years until 1927 when a new building was erected which it now occupies.

Three-Day Seminar on Modern Pharmaceutical Practice

An alumni seminar on modern pharmaceutical practice has been announced by the Philadelphia College of Pharmacy and Science. The review comprises a three-day course January 30 and 31 and February 1. The fee is ten dollars.

Unauthorized Use of Secret Process Issue in Gillette Suit

Alleging an unauthorized use of a secret process for making brushless shaving cream, Wolff Kaufman has brought suit against the Gillette Safety Razor Co. for \$250,000. Mr. Kaufman alleges that he registered his Velva shave with the New York Board of Health in 1934. After an unsuccessful attempt to sell the cream to the Gillette Safety Razor Co. he claimed that the company put a similar cream on the market.

Edna Wallace Hopper Loses Suit for Promotional Service

Edna Wallace Hopper lost her suit for \$200,000 for promotional services, which she claimed were rendered over a period of years, when Judge Stone dismissed her complaint in the Chicago district federal court. The defendants were Edna Wallace Hopper, Inc., Kissproof, Inc., Neet, Inc., and Louis Philippe, Inc., all of which are affiliates of American Home Products Company, and the Boals Rolls Corporation, whose products are now produced by Consolidated Drug Trade Products, Inc.

Independent Drug Stores Gain over Chain Stores

Independent drug stores have ably maintained their competitive position against the chain drug stores, Arthur C. Nielsen, president of A. C. Nielsen Co., Chicago, claimed in his address at the convention of the National Assn. of Drug Chains, held at Rye, N. Y., recently. The independent

drug stores are also holding their own against the drug and toiletries sections of the department stores. This has been accomplished, it is maintained, by concentration on advertised brands.

London Chamber of Commerce Perfumery Section has Meeting

C. S. Johnson, of Morny, Ltd., has been elected chairman of the Perfumery and Toilet Preparations Section of the London Chamber of Commerce at the Annual Meeting held at the Holborn Restaurant, London, in October. Lyddon Gardner, of Yardley and Co., Ltd., was appointed Deputy-Chairman to succeed P. G. Pattinson of Bourjois, Ltd.

H. L. Gauntlett, of R. F. White and Co., Ltd., the retiring chairman, reviewed the work of the section during the past twelve months. It was, he said, an active period, and membership had increased. Much attention had been directed towards combating the suggestion that toilet preparations should come under the operation of the Medicine Stamp Duties. Other matters which had called for consideration had been the problem of obtaining uniformity in the terms and conditions on which goods might be returned by customers and renovated; trade mark questions; liability for claims in respect of alleged injury from the use of toilet preparations (in connection with which a confidential record of claims received by members had been created); the United States import duties; freight rates to India and Ceylon; the United States legislation on the use of colors in cosmetics, and other matters.

Both the retiring chairman and deputy-chairman received cordial votes of thanks for their work during their period of office.

Important Points in New British Trade-mark Law

A radically new British trade-mark law passed in 1937 has now become fully effective. Some of the important elements pointed out by Hugo Mock are: 1. Trade-marks may be assigned with or without the good will of the business with which they are associated. This will render it easier to register many trade-marks. 2. Trade-mark licenses may now be granted to associated companies. This may be of value where a trade-mark owner, as for instance an American company, may wish to license an affiliated company in Great Britain. 3. The Act provides for the registration of defensive marks, that is, trade-marks may now be registered for classes of goods with which they are not used and with which they never will be used. This provision, of course, applies only to invented words such as

Kodak, Yuban, Cutex, Celanese, Duco and the like. 4. Marks are now registrable for 7 years but are renewable for 14 years. The validity of such trade-marks is unassailable after 7 years.

New Ideas Shown At London Women's Fair

Two new American ideas in cosmetics have reached England. One is the black lipstick, the other is the powder base in block form. "Tattoo" black lipsticks were shown by Fassett and Johnson, Ltd., at the Women's Fair held during November at Olympia (London). The second innovation was shown by Adèle Maurice, Ltd., who are also re-introducing the idea of liquid tints for the lips.

The Fair provided one of the most representative exhibitions of beauty products and toilet lines which has been staged in London, reflecting great credit upon the organizers, and at the same time emphasizing the growing importance of the cosmetics industry in Great Britain. In the Boulevard de Beauté, in addition to the stand of Fassett and Johnson, Ltd., already mentioned, such well-known firms as Coty, Hudnut, Roger and Gallet, Morny, Bourjois, Cutex and Atkinson were represented, while in "Hollywood Gardens"—most appropriate situation—was Max Factor's stand. Hudnut has not previously exhibited in Great Britain.

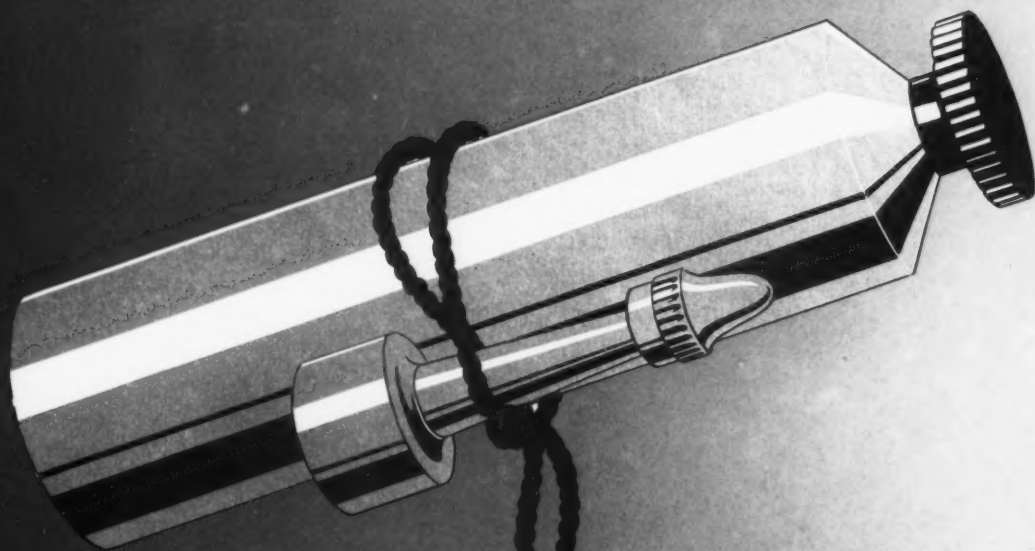
Is silk a suitable material from which to manufacture face-powder? The idea was first put into practical form in Great Britain last year under the name

"Kinoo". It has been taken over by Soignée Sylkys Salons of London, and examples of the powders were shown at the Fair. Another question: Is vitamin B complex of service in beauty culture? One firm, the Yeast-Pac Co., London, thinks so, and gave daily exhibitions of the beautifying effect of the firm's pack, based on yeast, and incorporating also extract of limes.

There was quite an abundance of new ideas at the Fair. One firm, Ann Pryde Beauty Products, London, has realized that the new hair-dressing styles reveal women's ears, so long shielded from the eyes of the world, and that they need beautifying. Hence "LoBelle", a new pack embracing night cream and beautifying lotion for the ears, and rouge for tinting the lobes. Although the cynic may say that the usual face preparations would serve just as well, it strikes us that there is money in this idea. Creams based on turtle and avocado oils were well represented; but, as a muscle oil, Lili Christine offers a newer one to the industry—refined whale oil. Land and sea are indeed being ransacked for the sake of women's beauty. Lipsticks in a bewildering variety of shades were shown, and Sheila Kaye has hit on a new idea of packing. Her sticks, which were shown in four shades, are thin pencils, paper wrapped, and cased in metal cylinders. The paper can be removed in sections as the stick is used up. Better for lining in and more hygienic—so says Sheila Kaye. Once mascara for the eyelashes was restricted to black, blue black and dark brown. Now the



Some exhibitors at London Fair: top, Atkinson, Bourjois; bottom, Pears, Roger & Gallet



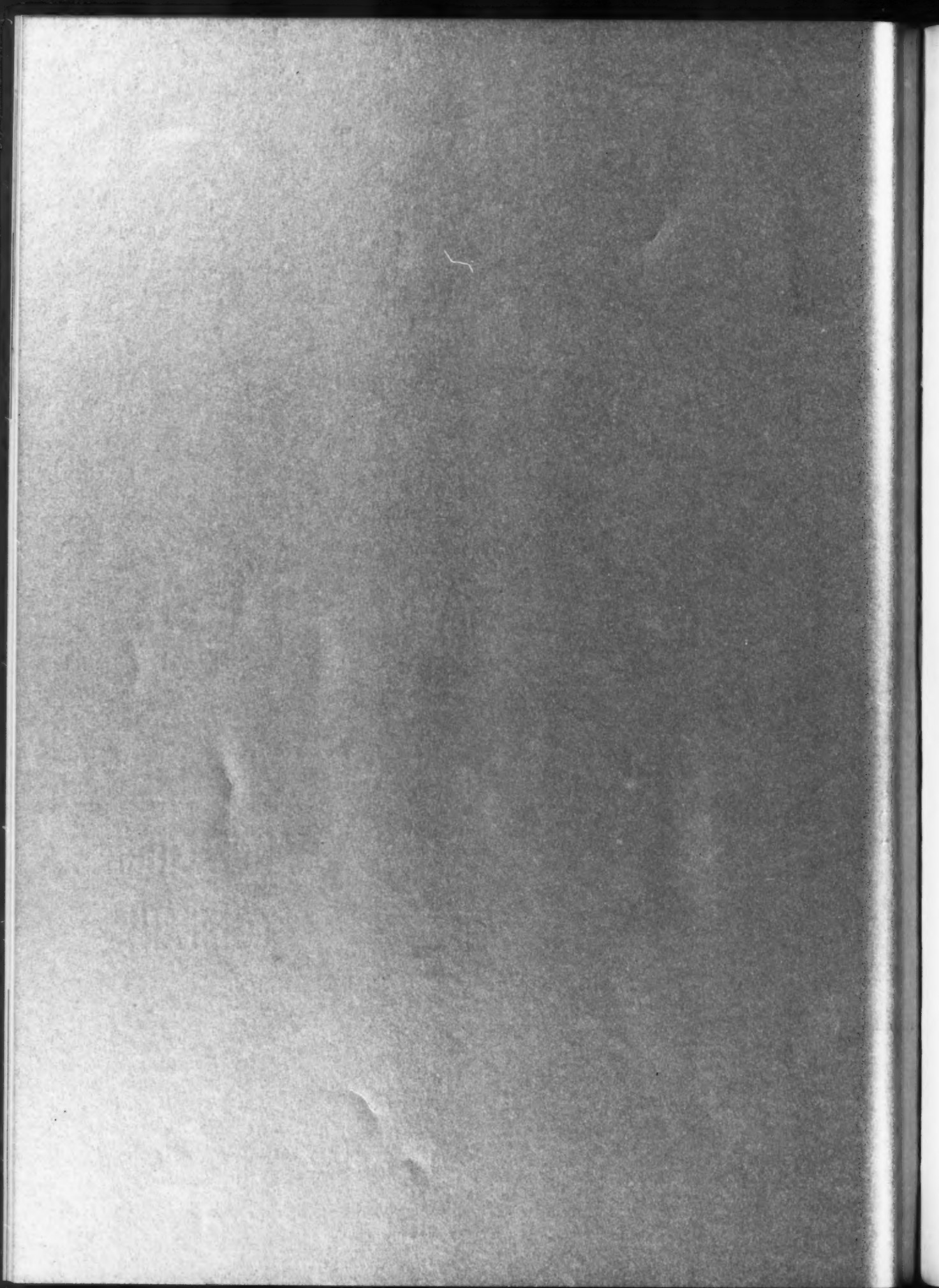
25 YEARS

COLLAPSIBLE TUBE/
METAL CAN SPOUT

OFFICES & FACTORY

WHITE METAL
MANUFACTURING
— COMPANY —

HOBOKEN, N.J.



Chemical and Natural Products, Ltd., offer it in nine shades and colorless for the girl who wants to make-up without looking "made-up". Green, blue-green and violet seem outré shades.

Pears is an old name in England, but the firm has not exhibited for many years. Londoners visiting the Fair were able to see an old familiar sight, the famous picture "Bubbles," by Sir John Millais, P.R.A., which has been used to advertise Pears' soap for half a century.

"Albolene" is an American product, a cleansing cream stated to have been tested out satisfactorily in American hospitals on the delicate skin of babies. It has now come to England, and was shown at the Fair by McKesson and Robbins, Ltd. Altogether over four dozen firms exhibited various toilet products at the Fair.

Paratoluylenediamene Ruled Out as Eye Lash Dye

The use of paratoluylenediamene in eyelash dyes has definitely been outlawed by the Food and Drug Administration under section 601a of the Food, Drug & Cosmetic Act on the grounds that they have found sufficient evidence to prove that it is injurious to the eyes. Even though argerol, magnesium carbonate, or paper shields are included in the package, they are not considered sufficient guarantee of protection against this dangerous chemical.

Fewer F.T.C. Complaints Against Cosmetics in October

During October the Federal Trade Commission registered a complaint against Clairol, Inc., New York, N. Y., for alleged representation of a dye as a corrective oil that permanently restores color to gray hair. Alleged misrepresentation of results to be obtained by use of products was also charged to Imogene Shepherd, Ltd., Chicago, toilet preparations; J. W. Marrow Manufacturing Co., Chicago, toilet and shampoo preparations; and Fan Tan Co., Inc., Chicago, toilet preparations. The Super Franklin Co., Chicago, toilet preparations, was charged with alleged use of misleading puzzle advertisements to contact purchasers. The complaints were fewer in number than in previous months.

Stipulations to cease and desist from false and misleading advertising were entered into with Charles of the Ritz Distributors Corp., New York, N. Y.; Sitroux Co., Inc., New York, N. Y.; Rabin Co., Los Angeles, Calif.; Taj Perfume Co., Detroit, Mich.; Madame Berthe (Zip Vitamin F creme), South Orange, N. J.; Compagnie Re-Naitre,

Inc., New York, N. Y.; Armand Co., Inc., Des Moines, Iowa.

"Rejuvenating" and "Vitalizer" Discontinued in Trade Names

Compagnie Re-Naitre, Inc., New York, is engaged in the sale of cosmetics designated Re-Naitre Vitalizer and Re-Naitre Rejuvenating Cream. Among representations to be discontinued, according to a stipulation with the Federal Trade Commission, are that Re-Naitre Rejuvenating Cream constitutes an adequate remedy for wrinkles, sagging muscles, aging skin or "crepey" neck; that it contains active hormones or vitamins in therapeutically potent amounts, and that it is harmless if taken internally; and that Re-Naitre Vitalizer will remove iodine stains or affect the texture of the skin and that it stimulates the tissues or improves the skin tone. The company also agrees to discontinue using the words "rejuvenating" and "vitalizer" in the trade names of its preparations.

Face Cream Cannot Claim to be Non-Allergic

The Armand Co., Inc., Des Moines, Iowa, has agreed with the Federal Trade Commission to discontinue the following representations concerning its preparation designated Armand Blended Cream: That the preparation can transform the skin or enable a person to regain a youthful or radiant complexion, when, in fact, its action is limited to cleansing, softening and cooling the skin; that it is an astringent unless this claim is expressly limited to its cooling effect as a face cream; that it is non-allergic, so long as no face cream is considered to be absolutely non-allergic to everyone, and that it is a facial, unless the word "facial" is used to modify the word "cream".

"Vitamin F" Cannot Be Used Until Scientifically Recognized

Jean Jordeau, Inc., trading as Madame Berthe, South Orange, N. J., will stop advertising that that facial preparation designated Zip "Vitamin F" Creme nourishes the skin, has any effect on the natural oil of the skin or is a tissue-building cream, according to a stipulation with the Federal Trade Commission. The company also will discontinue use of the term "Vitamin F" as part of the trade name for its product, and will cease representing that the preparation contains Vitamin F, unless and until it contains some ingredient generally identified and recognized as Vitamin F by a majority of reliable scientific authorities.

Palliative Ointment Must Not Claim to Heal Generally

Welhelmine Stanley, trading as Dencker Products, Long Beach, Calif., in advertising Nurse Dencker's Healing Ointments, will cease making any representations which may tend to convey the belief that the use of such preparations will heal sores, ulcers or lesions generally, when such is not a fact, or that they possess therapeutic value in the treatment of such conditions other than as palliative agent, in accordance with an agreement with the Federal Trade Commission.

Cannot Claim that Product Will Grow Hair

Jamil Akhtar, Detroit, trading as Taj Perfume Co., sells cosmetics, hair dressing preparations, medicinal products and incenses in interstate commerce. He agreed with the Federal Trade Commission to stop advertising that the hair dressing preparation, Taj, is a hair grower or a magic hair grower; that his Hair Color Restorer will restore the original color of hair; that his Superior Hindu Balm is a competent treatment or effective remedy for colds or coughs; that his product Roo Hee is a tonic the use of which will make one feel years younger, and that the burning of the respondent's incense will bring luck, friends or prosperity or enable one to "get his number from the ashes."

Must Not Imply that Perfume is Made in Honolulu

Allen H. Rabin, trading as The Rabin Co., Los Angeles, in the sale of a certain perfume, has stipulated with the Federal Trade Commission to discontinue labeling the product with the word "Honolulu" either alone or with the words "The Isle of Romance" or with words of similar implication, the effect of which may tend to convey the belief that the product originated in Honolulu or Hawaii and was imported into the United States. He also will cease labeling or otherwise referring to the product as "Hawaiian Pikaki" to imply that it has been compounded in Hawaii from the flower of that name, when such is not a fact. The Hawaiian pikaki is a flower of the jasmin family. If the words "Hawaiian Pikaki" are used to describe the simulated odor of the product, the stipulation provides that such words shall be accompanied by other words in type equally as conspicuous to indicate clearly that the perfume is not compounded from such Hawaiian flowers and that its fragrant odor is other than genuine. According

to the stipulation, the company's product is domestically made, possessing a synthetic fragrance simulating that of the Hawaiian pikaki.

F.T.C. Alleges "Made in France" Claim is Not So

A complaint has been issued against Parfums Corday, Inc., New York, N. Y., by the Federal Trade Commission charging that the company represents that certain of its perfumes are manufactured in France and imported into the United States when, the complaint states, the perfumes are made in this country from ingredients imported from France.

The complaint charges that Empress Cosmetics, Inc., imports the ingredients, and after compounding them into perfume by the addition of alcohol, sells the finished product in bulk to Parfums Corday which bottles and advertises it and sells it to retail dealers.

"Manufacturer" is One Who Entirely Compounds a Product

M. Mashkes, Baltimore, trading as Maskin Drug Co., has agreed with the Federal Trade Commission to stop advertising that Maskin Cocoa Tar hair dressing grows hair and is a competent treatment for scalp diseases and conditions. He also agreed to stop using the trade name "Cocoa Tar" for his product and to cease representing that he is a manufacturer unless he compounds or manufactures, in their entirety, the products he sells.

F.T.C. Objects to Claims for Vitamin F Scalp Cream

T. Noonan & Sons Co., Boston, is charged in a complaint issued by the Federal Trade Commission with disseminating false advertisements concerning the therapeutic properties of a preparation designated Noonan's Vitamin F Scalp Cream.

The complaint alleges that the company falsely represents that the use of the preparation will check falling hair, promote new hair growth, prevent baldness, restore beauty and life to dry, stringy and brittle hair, and invigorate the roots of the hair.

The company allegedly advertises that dandruff or itching scalp, singly or in combination, causes men to become bald and results in women's hair becoming lifeless and colorless, when, according to the complaint, neither condition in all cases causes baldness in men or loss of life and color of women's hair, nor will use of the product permanently eradicate dandruff or itching scalp.

It is further alleged that the re-

spondent company advertises that a so-called vitamin F in its preparation is essential to healthy hair or skin; that ailments of the scalp and hair, including baldness, are due to a deficiency of vitamin F in the diet, and that the beneficial effects claimed for the product, including stimulation of the growth of new hair, are induced by the presence of vitamin F in therapeutically significant quantity. As to these representations, the complaint charges that there is no essential nutritive factor which is generally recognized and characterized by a majority of the medical or biochemical professions as vitamin F, and that the ordinary diet is such that there is little likelihood of there being any deficiency in any dietary factor, the lack of which may adversely affect the scalp or hair.

Cream Must Not Claim to Reduce Weight

Jay Thorpe, Inc., New York, N. Y., dealer in Pomay RX 7 ointment, stipulated with the Federal Trade Commission that it will cease advertising that use of its product alone or as a part of any method or treatment will cause any reduction in weight. The company admitted that its product has no efficacy either by itself or as a part of any method or treatment for reducing weight. According to the stipulation, Pomay was advertised as a "new reducing cream" capable of reducing "inches and pounds", and it was represented that "enthusiastic clients have been reporting loss of weight averaging two pounds a day."

Misleading Claims for Soap Compound Charged

In a complaint issued by the Federal Trade Commission, two Washington, D. C., companies, Research Associates, Inc., and Dermagell, Inc., are charged with having disseminated false and misleading advertisements in connection with the sale of Dermagell, an organic soap compound.

Advertising in newspapers, over the radio and by other means, the respondent corporations allegedly represented that Dermagell possesses soothing and healing properties and penetrates the innermost recesses of the pores of the skin; that its use prevents and cures many skin disorders and leaves the scalp youthfully fresh and invigorated, and that any woman interested in having a soft, clear, smooth complexion and beautiful hair will obtain distinct and lasting benefits by using the preparation.

The complaint charges that these representations were grossly exaggerated, misleading and untrue, as were

the respondent companies' claims that Dermagell is different from any other product designed for similar usage and is "the discovery of the century."

Standard Synthetics, Ltd. Incorporates American Company

Standard Synthetics Co., Inc., has been incorporated in New York State as a branch of the parent London house, Standard Synthetics, Ltd., of which J. L. Hindle is chairman of the board of directors. Officers of the American company are: Edward Remus, president; J. L. Hindle, 1st vice-president; Edward Remus, treasurer; Yvonne Remus, secretary.

Removal of Injurious Eyelash Dyes from Market Continuing

The removal of injurious eyelash dyes from the market, authorized by the law of June 25, 1938, is still in progress, the November 23 report of the Department of Agriculture states. There were seized in the past two months 26 packages of Hollywood Lash & Brow Dye, 145 packages of Lash-Lure, 184 packages of Magic Di-Stik, and 58 packages of Mary Luckie Lash & Brow Dye. All four dyes contained irritant and corrosive chemicals, making them unsafe for use near the eyes.

A. J. Krank Co. Elects Officers

At a recent meeting of the stockholders of the A. J. Krank Co., manufacturers of cosmetics and toilet preparations, the following officers were elected: C. W. George, president; Harold E. Lancaster, vice-president; Gordon Hayden, secretary; William Mannheimer, treasurer.

Offices and factory are located in the Krank building at 1885 University Ave., St. Paul Minn.

Campaign Begun to Reduce Consumer Deals

The National Assn. of Retail Druggists has begun an intensive campaign to reduce the number of consumer deals on the premise that such deals defeat the purpose and intent of the fair trade laws. The campaign conforms with the code on such deals which it adopted a year ago.

Achema Chemical Show In Frankfurt, Germany, in 1940

The date when the Achema IX, Chemical Engineering Show, organized by the Dechema, German Society for Chemical Engineering, will be held at Frankfurt a.M., has now been definitely fixed. It will take place

Your own brand of cosmetics . . .

must bring you a satisfactory profit—
but above all must possess merit and
distinction.

Our own formulas are the result of
thirty years of experience—but we can
develop your formulas if you so prefer.

You can buy our products in packages
completely finished for resale, or pack-
aged but not labeled, or in bulk if you
want to do your own packaging.

Check in the appended list the items
you wish to stock, or send for one of our
confidential price lists. This carries no
obligation to purchase.



*We list only the fast selling items. If what
you need is not listed, let us know and
we will advise you promptly regarding it!*

CREAMS

Acne
All Purpose
Bleach
Cleansing
Cocoa Butter
Cold
Foundation
Lemon
Tissue
Beauty Mask
Clay Pack
Deodorant

SUNDRIES

Rouge Compact
Lip Sticks

Sundries (Cont'd)

Cream Rouge
Eye Shadow
Dusting Powder

Liquids (Cont'd)

After Shave
Lotion
Deodorant

LIQUIDS

Perfumes
Toilet Water
Shampoo
Hair Tonic
Lotions
Skin Tonics
Astringent
Brilliantine
Powder Base
Muscle Oil

FACE POWDER

More than 70
shades of the
highest grade in
Light, Med. and
Heavy weight
carried in stock.
The quality of
our Face Pow-
der has a world
wide reputation.

The **Klinker**
MFG. CO.

9200-9210 Buckeye Rd., Cleveland, Ohio

COMPAGNIE DUVAL

*At this happy season
We wish to thank
The friends who have
Favored us with
Their patronage and
To include in our
Greetings also those
We hope to serve . . .
May our future relations
Ever reflect the
Good fellowship of the
Holiday Season*

**A MERRY CHRISTMAS
AND A
HAPPY NEW YEAR
TO YOU**

COMPAGNIE DUVAL
121-123 East 24th Street
New York City

from June 28 to July 7, 1940, on the occasion of the General Meeting of German Chemists and of the 2nd International Chemical Engineering Congress which is also held at the same time in Germany.

Rose Crop Smaller than Last Year says Peter Shipkoff

Peter Shipkoff, chairman of P. K. Shipkoff & Co., S.A., Kazanlik, Bulgaria, arrived on the *Normandie* November 24 after spending



Peter Shipkoff

several months in France and England. His trip included Canada, where he visited Eugene Barton, manager of Compagnie Parento, Ltd. of Canada in Toronto. In company with Irving Bennett, he also visited Edward McBrady of the Chicago office of Compagnie Parento as well as others in the trade in the middle west. On his return to the New York office of Compagnie Parento, U. S. and Canadian agents for his company, Mr. Shipkoff was highly gratified with the reception accorded him everywhere and with the outlook.

The rose crop was about 40% smaller than last year and the total yield of otto of rose was about 1650 kilos. In 1937 the yield was 2800 kilos. The quality this year, Mr. Shipkoff pointed out, is unusually good and prices, he believes, are at the bottom. An increase in price is to be expected for the 1939 crop because fewer acres are under cultivation.

For many years, Shipkoff's otto of rose has been known throughout the world, the company pointed out in a statement. It was manufactured and exported by the original firm of Shipkoff & Co. which was founded by two brothers who participated with equal rights: Peter K. Shipkoff and Theodore K. Shipkoff. The former was engaged solely in production and the latter was chiefly concerned with sales abroad. After the death of Peter K. Shipkoff, the firm was dissolved in 1932 and two companies were created: P. K. Shipkoff & Co., Kazanlik, and Theodore K. Shipkoff & Co., Sofia. Hence there are only two companies bearing the name Shipkoff. P. K. Shipkoff & Co., Kazanlik, was reorganized by the sons of the late Peter K. Shipkoff who took over the original premises of Shipkoff & Co., Kazanlik, and who are endeavoring to carry on the spirit and tradition of the old firm.

While in New York, Mr. Shipkoff

made his headquarters at the offices of Compagnie Parento where he was in conference with Dr. Victor Fourman and Irving Bennett. He plans to sail for home on the *Queen Mary* December 16.

Manhattan Kreole Products Starts Making Cosmetics

Manhattan Kreole Products, Inc., 172 N. Tenth St., Brooklyn, N. Y., manufacturers of shoe polishes, leather dyes and hatters' supplies is beginning the manufacture of a number of cosmetics.

Plough, Inc. Begins \$1,500,000 Expansion

Plough, Inc., Memphis, Tenn., has begun an extensive \$1,500,000 expansion program, with the purchase of Breethem from the Tennessee Products Co. and Spiro, a deodorant powder, from the Spiro Powder Co., Niagara Falls, N. Y. Both preparations will be developed.

TRADE JOTTINGS

A packet of Prince Matchabelli face powder serves as a tangible clue in the new Crimefile book *File on Claudia Cragge* published by Wm. Morrow. This is one of a series of books where actual clues are presented to the reader who attempts to solve the mystery.

Kathleen Mary Quinlan offers "Magenta" make-up and powder in an opalescent "Shell Pink" tone to blend with the fuchsia and wine costume colors. Another addition to the Quinlan line is a deodorant cream from which all mineral salts have been removed.

The Leipzig Trade Fair will hold its next spring session from March 5 to 13, 1939, inclusive. It will comprise over 10,000 exhibits from 34 countries including the United States. The exchange is said to have been in existence for more than 700 years.

Dancing courses have now been established at the Elizabeth Arden New York salon. Instructions in tap, tango, rumba and the new old-fashioned waltz are included in a series of ten one-hour lessons. Also new at the Arden salon and shops is Redwood make-up for green and rusty tweeds, an informal companion to Arden's Prince's Feather red-purplish make-up recently brought out. Redwood is included in the *Color Harmony Portfolio* for Fall-Winter, 1938. The portfolio shows the actual make-up colors which this firm offers in harmony boxes and gives full details as to the proper accessories.

For Christmas wrappings, Tourneur has taken a tip from current fashions and make-up, and is wrapping all its individually blended make-up preparations in royal purple foil with silver cellophane ribbon ties.

Dorothy Gray Sunburn cream is now being promoted as protection against "snow burn" to screen the skin against the burning light reflected from snow.

Tussy lipsticks are now available in three new shades: Blueblood, a purplish-red for blue and violet clothes; Grape, a sherry tone for browns and greens; and Redcoat, a vivid tone for black and neutral shades. Cream rouge in the three new shades is also available as well as compact rouge in Redcoat and Grape.

A novel presentation of Charbert's perfumes was made at the Allen Store, Philadelphia, Pa., where a Weil Electric Fountain, with a simple electrical connection into which a cord was plugged, gave forth a constant trickling cascade of gardenia cologne.

Ladyn—Kray Inc., has changed its name to the Conklin-Kray Laboratories and is now located in its new quarters at 1470 Newkirk St. North Bergen, N. J.

OBITUARIES

Alcan Hirsch

Dr. Alcan Hirsch, vice-president of Hirestra Labs., New York, N. Y. and Hirsch Labs., New Rochelle, N. Y., died, November 24, at the age of 53 at New Rochelle Hospital after a heart attack.

Pedro Teixeira

Pedro Fernandes Teixeira of Porto Alegre died recently at his home.

Frank H. Herman

Frank Herman, for many years on the sales staff of L. T. Piver & Co., died at home, Larchmont, N. Y., December 1. He is survived by his widow.

COMING MEETINGS

Mar. 7-10, 1939—Ninth Packaging Exposition, Hotel Astor, New York, N. Y.

Mar. 9, 1939—Drug, Chemical and Allied Trades Banquet, Waldorf Astoria, New York, N. Y.

June 11-14, 1939—National Paper Box Manufacturers Asso., Hotel Astor, New York, N. Y.

VELIZAR BAGAROFF • OTTO of ROSE

Velizar Bagaroff Otto of Rose is again available in all markets under his own label.
This quality product is especially worthy of your consideration.

Sole Agents for the United States: W. J. BUSH & CO., Inc., New York

Sole Agents for Canada: W. J. BUSH & CO. (Canada) Ltd., Montreal, Canada

OIL LAVENDER ALTITUDE

It costs more than inferior oils; — it's real Lavender.

Selected from the finest producing regions, representing the highest
standard in quality, odor, uniformity.

"The Oldest Essence Distillers"

W. J. BUSH & CO.

INCORPORATED

NEW YORK, N. Y.

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PLYMOUTH ORGANIC LABORATORIES • INC.

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NEW YORK • N • Y • U • S • A •

PLYMOUTH ANHYDROUS LANOLIN U.S.P.

We sell this Lanolin especially for drug and cosmetic purposes. It is particularly light in color, of firm body, of quite pleasant odor and of a very uniform quality. It is, of course, a full U.S.P. grade.

It is refined by a process which insures that it will turn lighter with age, which gives you the assurance that when used in cosmetic creams there will be no discoloration or darkening of your product.

A complete line of Cosmetic Raw Materials

HERE AND THERE

► Dr. P. C. C. Isherwood O.B.E., managing director of W. J. Bush & Co. Ltd. of London, sailed on the *Normandie*



Dr. P. C. C. Isherwood

November 26th after a short visit to the United States and Canada. Dr. Isherwood had conferences with M. St. Alphonse in Montreal and when in New York inspected the Linden plant. He also had a meeting with Wilbur Bradley, manager of the Citrus Products plant at National City, Calif. Mr. Bradley made a special trip to New York for the conference. Dr. Isherwood was hopeful for some improvement in conditions over the coming year.

► Michael Lemmermeyer, president of Aromatic Products, Inc., New York, N. Y., has returned from a trip to the Middle West. While in Chicago he attended the annual party of the Chicago Perfumery, Soap and Extract Association, of which he was for years secretary.

► Robert Montgomery a freshman at the University of North Carolina spent Thanksgiving with his parents in Montclair, N. J. Robert is the son of John H. Montgomery, secretary of Fritzsche Brothers, Inc.

► Paul M. Wagner, 719 Praetorian Bldg., Dallas, Texas, has been appointed representative of Aromatic Products, Inc., New York, N. Y., for the states of Texas, Oklahoma, Kansas, Mississippi, Arkansas, Louisiana and Missouri.

► John Consodine has been appointed general sales manager of the United Drug Co., Boston, Mass., and A. C. Bond has been appointed general merchandising manager.

► Helena Rubinstein, head of the company which bears her name, is the author of *Food for Beauty*, a new book on diet.

► Charles I. Luckman, who has been appointed general manager of the Pepsodent Co., is 31 years old and has been in the toilet preparations industry since 1930 when he was graduated from the University of Illinois as an architect. His first position was in the sales department of the Colgate-Palmolive-

Peet Co. in Chicago. Subsequently, he was in charge of sales in Milwaukee and Cincinnati. In 1935 he became sales manager for the Pepsodent Co. where he succeeded in overcoming a widespread dealer antipathy against the company's products.

► Percy C. Magnus, president of the New York Board of Trade and president of Magnus, Mabee & Reynard, Inc., was host to Col. Fulgencio Batista, commander-in-chief of the constitutional army of Cuba and maker of the last five presidents of that republic, at the November 17 luncheon meeting of the Board of Trade. The following week Mr. Magnus made a radio broadcast on economic conditions.

► Roscoe C. Edlund, manager of the Association of American Soap and Glycerine Producers, is the author of *Today's Challenge to Trade Associations* published by the Western Division of the Chamber of Commerce of the United States.

► James R. Turnbull has been appointed sales promotion and advertising manager of the Plastics Division of Monsanto Chemical Co.

► Dr. Clarke E. Davis, who was recently elected vice president of the National Manufacturers of Soda Water Flavors, has two other vice presidencies to his credit. He is vice president of the Virginia Dare Extract Co., Brooklyn, N. Y., and he is also first vice president of the Flavoring Extract Manufacturers' Association of the United States.



Dr. Clarke E. Davis

Ever since he was graduated from Columbia University where he specialized in chemistry and science, Dr. Davis has been identified with food research in one way or another. He was chief chemist and production manager of the National Biscuit Co. for many years and before that conducted food research work at Columbia University.

► Howard Dunney, son of Wm. H. Dunney and brother of Wm. H. Dunney, Jr. of Ungerer & Co., is a member of the team of all star football players recruited by Coach James Crowley from all over the country which is playing

five exhibition games in the principal cities of France. Mr. Dunney, who was graduated in 1938, played end on the New York University varsity team. As he is also a skilled kicker, he is considered a key man on the squad. The squad will return next month.

► E. F. Marsiglio, for many years with J. T. Baker Chemical Co., is now connected with Merck & Co., Inc., as a member of the New Products Division at Rahway, N. J. Mr. Marsiglio has a record of broad service in various technical and executive capacities in the chemical industry. He was formerly editor of *The Chemist Analyst*.

► Herman L. Brooks, president of the Toilet Goods Association and of Perfumery & Cosmetics Exhibits, Inc., has



H. L. Brooks

been elected president of Coty, Inc., according to announcement by B. E. Levy, chairman of the board. Mr. Brooks has been general manager and treasurer of the corporation since 1934. He will, in conjunction with his new title, also retain that of treasurer. The office of president has not been filled since 1933.

Mr. Brooks has been with Coty since 1915, when he started as office boy. He then became stock boy, salesman and sales manager and four years ago was advanced to general manager and treasurer.

► Dr. William Jay Shieffelin has been selected as honorary president of the International Drug Club. The club aims to establish a social center for the industry in the Hall of Pharmacy at the Worlds Fair, to conduct a public good-will campaign and to promote better intra-industry relations.

► Miss Yvonne Bremair, who has developed a promising cosmetic business in Beverly Hills, Cal., with a branch in Santa Barbara, was a recent visitor to the trade in New York City.

► H. Gregory Thomas, director of the Board of Standards returned to his desk November 30, after being confined to his home for some time due to illness.

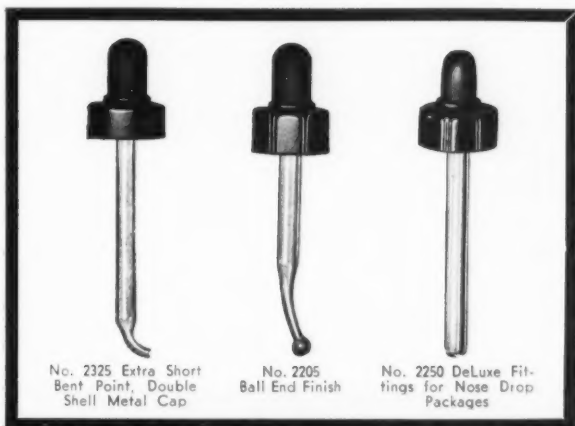
► Miss Mary Pickford, president of the company which bears her name, in her first speech in Washington in twenty years urged the nation to increase its armament on land, on sea and in the air.

The American Perfumer

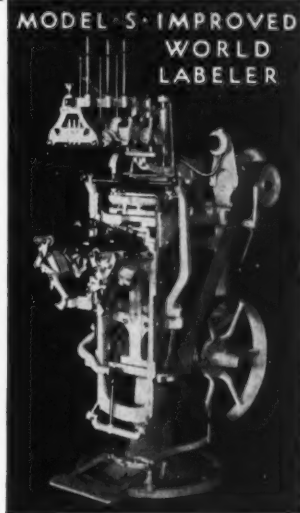
DROPPERS • APPLICATORS AND BOTTLE FITTINGS

for every purpose, to meet almost every perfume, cosmetic and medicinal need. . . . This includes the right kind of caps and rods and brushes, each of the finest, at very reasonable prices.

Your inquiries invited.



GLASS PRODUCTS CO.
GLASSWARE
VINELAND • NEW JERSEY



The most flexible labeling machine. Easily equipped for labeling any size bottle or jar. Many exclusive mechanical features, developed by manufacturing experience of more than thirty-five years.

Economic Machinery Company
WORCESTER, MASS.

Makers of complete line of automatic and semi-automatic labelers.



*MERRY
CHRISTMAS!*



*T*HESE two words become headline news each Holiday Season. And it always gives us a very real pleasure to say them to our friends. So once again...our cordial Yuletide Greetings to you and you and you...and our sincere best wishes for a Happy and Prosperous New Year.

Th. GOLDSCHMIDT Corp.

153 WAVERLY PLACE • NEW YORK

REPRESENTATIVES IN:

ATLANTA.....223 SPRING STREET, S. W.
BOSTON.....80 BOYLSTON STREET
CHICAGO.....325 WEST HURON STREET
LOS ANGELES.....2260 EAST 15th STREET
ST. LOUIS.....245 UNION BOULEVARD
SAN FRANCISCO.....1400-16TH STREET
TORONTO.....372 BAY STREET



NEW YORK MARKET

BUYING of essential oils, aromatic chemicals, and miscellaneous articles was quite satisfactory in November. Business, according to leading supply houses, was not particularly impressive but was slightly better than November a year ago.

The nature of the demand caused many to feel that manufacturers' stocks will be fairly well depleted following the year-end holiday demand, and that January should bring about considerable activity in a number of articles.

Geranium Declines

A rather unfavorable development took place in essential oils toward the close of last month. It was a further decline in Bourbon and Algerian geranium. The downward trend here was more than a surprise in view of the fact that shipping prices turned firmer and trade factors felt that both articles had already reached the bottom. Competitive conditions among local suppliers were entirely responsible for the renewed weakness which carried both articles to a lower level.

The action of citronella was also unusual in that Java oil could have been purchased for shipment at below the prices named on Ceylon oil.

While somewhat below the high point reached a few months ago, anise displayed considerable strength. Further gains were registered in cassia. Based on the fact that normal importation of these articles was virtually impossible, the market position in each case displayed much strength.

Shortage in Light Camphor Oils

As predicted a few months ago, a shortage has developed in light camphor and sassafrassy oils. Japan

has not been offering brown oil from which these articles are derived for some time. While Japan has been supplying safrol and heliotropine to this market, domestic production is nearly at an end with the supply of crude material having been virtually cut off. Higher prices on sassafrassy, light camphor oil, and safrol are likely to be seen, though it is feared that consumers will turn to the use of other articles should prices get too high.

Citrus Oils Unsteady

The action of citrus oils was not very encouraging. Some buying was noted for the account of confectioners and manufacturers in the food trade. The large buyers in the beverage trade were holding down commitments since this is an off season for their finished products. Lemon held steady. Orange and lime were highly unsettled. Competition in the latter oil was very keen with the low prices on Mexican material serving to depress the market.

Vanilla Bean Prices Up

With the vanilla bean market entirely out of the hands of local importers, it is difficult to state when the upward trend will be checked. Price buyers will undoubtedly switch to the use of cheaper articles in order to keep costs down. There is always a demand here for vanilla of quality, however, and suppliers having little stock on hand are being forced to quote fancy prices as a precautionary measure in view of the firm ideas of shippers at the source. Reports from Madagascar state that the 1938 crop will not exceed 300 tons. Since there has been no severe storm in the Islands that would materially affect the crop, observers in this market are inclined to believe that there are more beans available

than the reports would seem to indicate and that growers are determined to secure better prices for them.

Mexican Vanilla Beans Scarce

Mexican beans of good quality are in poor supply. Moreover, the recently instituted export tax on Mexican products has not only been reflected in shipping prices but has caused considerable uncertainty here with regard to future costs.

Soap Oils Down

Many of the soap oils registered further losses. Toward the close of last month a slightly firmer tone developed, however, owing to developments in competing products. Tallow and grease recovered earlier losses, but cocoanut, corn, and lard oils closed lower.

Titanium Pigments Stabilize Soap

[Continued from page 46] In general practice it has been found that the use of good titanium pigments facilitates even coloring of the soap, especially in the case of very delicate shades. The addition of this oxide also improves the polish of the finished soap. This improvement in appearances is important, especially for the bulk of unwrapped tablets on sale in chain stores and on the counters of large druggists. Titanium oxide has no deleterious action on perfumery compounds and can be used with every confidence for the most expensive essential oils and the cheapest synthetics.

This pigment is safer to use than zinc oxide as it is non-poisonous, chemically inert, and resistant to the action of both acids and alkalis. It is also stable to light and heat. Some idea of its suitability for high-grade soaps may be gained from its preference for the manufacture of modern face powder instead of zinc oxide.



The BEST costs so LITTLE

With all their rich appearance and selling appeal, T & T exclusive Perfect-O-Cut labels cost but little. Their careful design and precision manufacture will favorably reflect the quality of your product. Without obligation, we'd like to show you how these T & T foil labels can help you sell.

Free
Illustrated
book of T & T
Perfect-O-Cut
label samples.

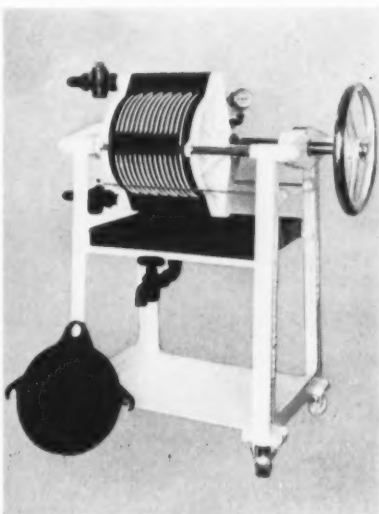


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| Almond Bit., per lb. | \$2.00@ | \$2.35 |
| S. P. A. | 2.10@ | 2.45 |
| Sweet True | .65@ | .80 |
| Apricot Kernel | .30@ | .35 |
| Amber rectified | .48@ | .55 |
| Amyris balsamifera | 3.00@ | 3.25 |
| Angelica root | 52.00@ | 75.00 |
| Anise, U. S. P. | .80@ | .90 |
| Aspic (spiks) Span. | 1.35@ | |
| French | 1.55@ | |
| Bay | 1.25@ | 1.40 |
| Bergamot | 3.80@ | 4.00 |
| Birch, sweet | 1.65@ | 3.25 |
| Birchtar, crude | .18@ | .22 |
| Birchtar, rectified | .70@ | .85 |
| Bois de Rose | 1.55@ | 2.50 |
| Cade, U. S. P. | .41@ | .45 |
| Cajeput | .44@ | .55 |
| Calamus | 4.20@ | 4.75 |
| Camphor "white" | .28@ | .30 |
| Cananga, Java native | 1.30@ | 1.50 |
| rectified | 1.65@ | 2.00 |
| Caraway | 1.80@ | 1.95 |
| Cardamon, Ceylon | 14.00@ | 22.00 |
| Cassia rectified, U. S. P. | 1.05@ | 1.25 |
| Cedar leaf | .58@ | .75 |
| Cedar wood | .22@ | .26 |
| Celery | 9.00@ | 12.00 |
| Chamomile (oz.) | 5.50@ | 8.00 |
| Cinnamon | 8.00@ | 17.00 |
| Citronella, Ceylon | .35@ | .40 |
| Java | .38@ | .42 |
| Cloves, Zanzibar | 1.00@ | 1.07 |
| Copaiba | .58@ | .62 |
| Coriander | 15.00@ | 20.00 |
| Croton | 1.35@ | 1.45 |
| Cubebs | 2.60@ | 2.90 |
| Cumin | 6.75@ | 8.50 |
| Dillseed | 2.75@ | 3.75 |
| Erigeron | 2.40@ | 3.00 |
| Eucalyptus | .33@ | .36 |
| Fennel, Sweet | 1.15@ | 1.25 |
| Geranium, Rose, Algerian | 2.80@ | 3.25 |
| Bourbon | 2.60@ | 2.90 |
| Turkish | 2.05@ | 2.60 |
| Ginger | 5.40@ | 6.00 |
| Guaiaac (Wood) | 2.70@ | 3.15 |
| Hemlock | .95@ | 1.10 |
| Juniper Berries | 1.10@ | 1.35 |
| Juniper Wood | .50@ | .60 |
| Laurel | 6.50@ | 8.00 |
| Lavender, French | 2.40@ | 4.75 |
| Lemon, Italian | 3.15@ | 3.75 |
| Calif. | 2.50@ | |
| Lemongrass | .38@ | .75 |
| Limes, distilled | 3.50@ | 4.25 |
| expressed | 7.00@ | 8.00 |
| Linaloe | 1.20@ | 1.30 |
| Lovage | 60.00@ | 70.00 |
| Marjoram | 5.25@ | 8.00 |
| Neroli, Bigarde, P. | 115.00@ | 130.00 |
| Petale, extra | 140.00@ | 155.00 |
| Olibanum | 5.00@ | 5.25 |
| Opopanax | 10.00@ | 12.00 |
| Orange, bitter | 2.10@ | 2.50 |
| sweet, W. Indian | 2.00@ | 2.35 |
| Italian | 2.40@ | 3.25 |
| Spanish | 2.60@ | 3.10 |
| Calif. exp. | .68@ | .70 |
| Orris root, con. (oz.) | 5.00@ | 5.50 |
| Orris root, abs. (oz.) | 35.00@ | 50.00 |
| Orris Liquid | 18.00@ | 25.00 |
| Patchouli | 3.75@ | 6.75 |
| Pennyroyal Amer. | 1.65@ | 1.85 |
| French | 1.40@ | 1.65 |

| | | |
|------------------------|--------|-------|
| Peppermint, natural | 2.25@ | 2.35 |
| redistilled | 2.45@ | 2.65 |
| Petitgrain | 1.10@ | 1.35 |
| French | 2.35@ | 2.50 |
| Pimento | 2.35@ | 5.50 |
| Pinus Sylvestris | 1.95@ | 2.20 |
| Pumillonis | 1.85@ | 2.05 |
| Rose, Bulgaria (oz.) | 5.50@ | 13.00 |
| Rosemary, French | .58@ | .70 |
| Spanish | .55@ | .70 |
| Sage | 1.50@ | 1.65 |
| Sage, Clary | 25.00@ | 30.00 |
| Sandalwood, East India | 5.00@ | 6.00 |
| Australia | 5.25@ | 6.00 |
| Sassafras, natural | .95@ | 1.30 |
| artificial | .35@ | .39 |
| Snake root | 9.50@ | 11.00 |
| Spearmint | 1.75@ | 2.00 |
| Thyme, red | .90@ | 1.35 |
| White | .95@ | 1.40 |
| Valerian | 8.00@ | 10.00 |
| Vetivert, Bourbon | 4.75@ | 7.00 |
| Java | 4.50@ | 12.00 |
| Wintergreen | 3.35@ | 8.00 |
| Wormseed | 2.45@ | 3.10 |
| Ylang Ylang, Manila | 18.00@ | 24.00 |
| Bourbon | 3.65@ | 7.00 |

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| | | |
|-------------------|--------|--------|
| Bay | 3.10@ | 4.00 |
| Bergamot | 9.00@ | 14.00 |
| Clove | 3.25@ | 5.00 |
| Coriander | 40.00@ | |
| Geranium | 8.00@ | 12.50 |
| Grapefruit | 50.00@ | 64.00 |
| Sesquiterpeneless | 85.00@ | |
| Lavender | 7.50@ | 11.50 |
| Lemon | 14.50@ | 21.00 |
| Lime, ex. | 44.00@ | 64.00 |
| Orange, sweet | 98.00@ | 110.00 |
| bitter | 90.00@ | 115.00 |
| Petitgrain | 2.50@ | 3.50 |
| Rosemary | 2.50@ | 4.00 |
| Sage, Clary | 90.00@ | |
| Vetivert, Java | 35.00@ | |
| Ylang Ylang | 28.00@ | 35.00 |

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| | | |
|-------------------------|--------|-------|
| Acetaldehyde 50% | 2.00@ | |
| Acetophenone | 1.35@ | 2.00 |
| Alcohol C 8 | 16.00@ | 20.00 |
| C 9 | 25.00@ | 40.00 |
| C 10 | 20.00@ | 28.00 |
| C 11 | 17.50@ | 22.00 |
| C 12 | 10.00@ | 20.00 |
| Aldehyde C 8 | 25.00@ | 30.00 |
| C 9 | 40.00@ | 65.00 |
| C 10 | 38.00@ | 55.00 |
| C 11 | 27.00@ | 40.00 |
| C 12 | 24.00@ | 32.00 |
| C 14 (so-called) | 13.00@ | |
| C 16 (so-called) | 13.00@ | |
| Amyl Acetate | .75@ | 1.00 |
| Amyl Butyrate | 1.05@ | 1.25 |
| Amyl Cinnamate | 4.50@ | 5.80 |
| Amyl Cinnamate Aldehyde | 2.00@ | 3.50 |
| Amyl Formate | 1.60@ | 1.90 |
| Amyl Phenyl Acetate | 3.00@ | 5.55 |
| Amyl Salicate | .55@ | .75 |
| Amyl Valerate | 2.00@ | 2.40 |
| Anethol | 1.10@ | 1.45 |
| Anisic Aldehyde | 3.10@ | 3.50 |
| Benzophenone | .90@ | 1.50 |
| Benzyl Acetate | .50@ | 1.05 |
| Benzyl Alcohol | .70@ | 1.00 |
| Benzyl Benzoate | .97@ | 1.80 |
| Benzyl Butyrate | 4.00@ | 6.00 |
| Benzyl Cinnamate | 4.75@ | 7.00 |

| | | |
|---------------------------|--------|-------|
| Benzyl Formate | 3.50@ | 3.60 |
| Benzyl Iso-eugenol | 11.00@ | 13.00 |
| Benzylidenacetone | 2.00@ | 3.50 |
| Borneol | 1.75@ | 2.00 |
| Bornyl Acetate | 1.25@ | 4.50 |
| Bromstyrol | 3.75@ | 4.25 |
| Butyl Acetate | .60@ | |
| Butyl Propionate | 2.00@ | |
| Butyraldehyde | 12.00@ | |
| Cinnamic Acid | 3.75@ | 4.50 |
| Cinnamic Alcohol | 3.05@ | 3.75 |
| Cinnamic Aldehyde | .85@ | 1.25 |
| Cinnamyl Acetate | 7.50@ | 11.00 |
| Cinnamyl Butyrate | 12.00@ | 14.00 |
| Cinnamyl Formate | 13.00@ | |
| Citral C. P. | 1.75@ | 2.80 |
| Citronellal | .85@ | 1.65 |
| Citronellol | 1.60@ | 2.10 |
| Citronellyl Acetate | 3.50@ | 5.00 |
| Coumarin | 2.75@ | 3.00 |
| Cuminic Aldehyde | 27.00@ | 48.00 |
| Diethylphthalate | .26@ | .35 |
| Dimethyl Anthranilate | 5.75@ | 8.00 |
| Ethyl Acetate | .30@ | .50 |
| Ethyl Anthranilate | 5.75@ | 7.50 |
| Ethyl Benzoate | 1.20@ | 1.75 |
| Ethyl Butyrate | 1.00@ | 1.25 |
| Ethyl Cinnamate | 3.25@ | 3.80 |
| Ethyl Formate | 1.00@ | 1.25 |
| Ethyl Propionate | 1.20@ | 2.35 |
| Ethyl Salicylate | 1.15@ | 2.50 |
| Ethyl Vanillin | 6.85@ | 10.00 |
| Eucalyptol | .57@ | .65 |
| Eugenol | 1.75@ | 2.25 |
| Geraniol, dom. | 1.15@ | 2.85 |
| Geranyl Acetate | 1.60@ | 2.50 |
| Geranyl Butyrate | 6.00@ | 8.00 |
| Geranyl Formate | 3.50@ | 6.00 |
| Heliotropin, dom. | 2.00@ | 2.80 |
| foreign | 2.35@ | 2.50 |
| Hydratopic Aldehyde | 25.00@ | 27.50 |
| Hydroxycitronellal | 2.00@ | 6.50 |
| Indol, C. P. (oz.) | 1.90@ | 4.25 |
| Iso-borneol | 2.30@ | |
| Iso-butyl Acetate | 2.00@ | 2.65 |
| Iso-butyl Benzoate | 2.75@ | 3.25 |
| Iso-butyl Salicylate | 2.75@ | 5.50 |
| Iso-eugenol | 3.25@ | 3.60 |
| Iso-safrol | 2.00@ | |
| Linalool | 2.35@ | 4.75 |
| Linalyl Acetate 90% | 2.25@ | 3.50 |
| Linalyl Anthranilate | 15.00@ | |
| Linalyl Benzoate | 10.50@ | |
| Linalyl Formate | 9.00@ | 12.00 |
| Menthhol, Japan | 3.10@ | 3.25 |
| Synthetic | 2.25@ | 3.00 |
| Methyl Acetophenone | 1.31@ | 2.00 |
| Methyl Anthranilate | 2.25@ | 2.75 |
| Methyl Benzoate | .75@ | 1.75 |
| Methyl Cinnamate | 2.75@ | 3.25 |
| Methyl Eugenol | 3.50@ | 6.75 |
| Methyl Heptenone | 2.50@ | 4.50 |
| Methyl Heptene Carbonate | 25.00@ | 28.00 |
| Methyl Iso-eugenol | 6.25@ | 11.50 |
| Methyl Octine Carbonate | 26.00@ | 32.00 |
| Methyl Paracresol | 3.00@ | 5.25 |
| Methyl Phenylacetate | 2.10@ | 2.75 |
| Methyl Salicylate | .35@ | .40 |
| Musk Ambrette | 3.25@ | 3.65 |
| Ketone | 3.40@ | 3.80 |
| Xylene | 1.00@ | 1.25 |
| Nerolin (ethyl ester) | 1.55@ | 1.80 |
| Nonyl Acetate | 46.00@ | 48.00 |
| Octyl Acetate | 35.00@ | 40.00 |
| Paracresol Acetate | 3.60@ | 5.25 |
| Paracresol Methyl Ether | 2.50@ | 3.50 |
| Paracresol Phenyl-Acetate | 7.50@ | 12.00 |

[Continued on page 76]

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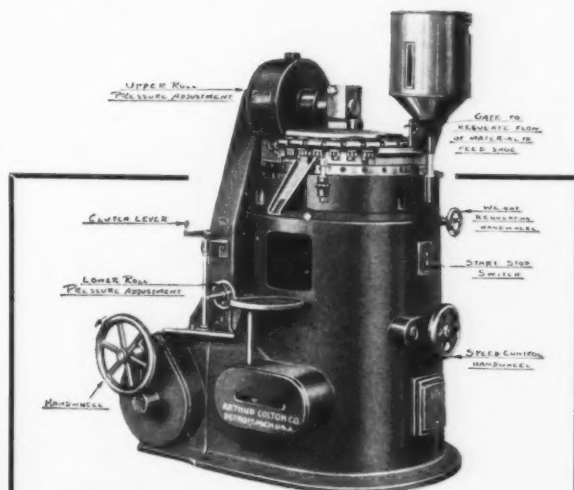
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single punch, 700 tablets per minute



triple punch, 2100 tablets per minute

The Rotary Table carries a set of 25 Punches and Dies. Operating at maximum speed with single punches, you can produce 700 tablets per minute. When arranged for triple punches and dies and operating at maximum speed, you can produce 2100 tablets per minute. All triple punches and dies are in straight line following each other, insuring uniform feed in all die openings. 7/16" is maximum diameter recommended for triple operation.

These construction features:

- (1) New design shoe gives diagonal crisscross feed as well as straight line—insures full dies, prevents granulation from separating.
- (2) Special feed arrangement draws material into dies—all dies over-filled excess being pushed out before compression, important in compressing many materials.
- (3) Rotary Table rests on ball thrust bearings (constantly bathed in oil).
- (4) Motor Drive with Reeves Variable Speed Pulleys—built into base of machine, housed away from all dust.
- (5) Pressure adjustment on upper punches permits location of several positions in compression in upper part of dies—prevents excessive capping—dies may be reversed, increases their life.
- (6) Power Drive-Combination Worm and Gear.
- (7) Hopper arranged with gate to regulate flow to feed shoe for different size tablets and different materials.

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| | | | | |
|--------------------------|----------|---------|---|------------------|
| [Continued from page 74] | | | | |
| Phenylacetaldehyde 50% | 2.25@ | 4.75 | Balsam, Copaiba | .25@ .28 |
| 100% | 5.00@ | 8.50 | Peru | .65@ .70 |
| Phenylacetic Acid | 2.00@ | 3.75 | Tolu | .48@ .50 |
| Phenylethyl Acetate | 2.95@ | 5.60 | Beeswax, white | .38@ .41 |
| Phenylethyl Alcohol | 2.50@ | 3.35 | yellow | .21@ .22 |
| Phenylethyl Anthranilate | 16.00@ | | Bismuth sub-nitrate | 1.33@ 1.35 |
| Phenylethyl Butyrate | 8.25@ | 12.00 | Borax, crystals, carlot, ton | 48.00@ 58.00 |
| Phenylethyl Propionate | 7.00@ | 7.75 | Boric Acid, ton | 125.00@ 140.00 |
| Phenyl Formate | 12.50@ | 18.00 | Calamine | .16@ .20 |
| Phenyl Valerianate | 16.00@ | | Calcium, phosphate | .08@ .08 3/4 |
| Phenylpropyl Acet. | 8.00@ | 11.00 | Phosphate, tri-basic | .10@ .12 |
| Phenylpropyl Alcohol | 4.50@ | 8.35 | Camphor | .52@ .52 1/2 |
| Phenylpropyl Aldehyde | 6.75@ | 11.00 | Castoreum | 16.00@ 20.00 |
| Rhodinol | 6.85@ | 13.00 | Cetyl Alcohol | .75@ 1.50 |
| Safrol | .52@ | .58 | Pure | 1.90@ 2.15 |
| Santalyl Acetate | 22.00@ | 22.50 | Chalk, precip. | .03 1/2@ .06 1/2 |
| Skatol C. P. (oz.) | 5.25@ | 8.50 | Cherry laurel water, djn. | 4.75@ 5.25 |
| Styralyl Acetate | 8.50@ | 13.00 | Citric acid | .23@ .23 1/2 |
| Styralyl Alcohol | 15.00@ | 20.00 | Civet, ounce | 6.00@ 6.85 |
| Terpinyl Acetate | .80@ | 1.25 | Clay, Colloidal | .07@ .15 |
| Terpineol, C. P. | .26@ | .36 | Cocoa butter lump | .15@ .25 |
| Thymene | .45@ | | Cyclohexanol (Hexalin) | .30@ |
| Thymol | 1.45@ | 1.60 | Fuller's Earth, ton | 15.00@ 33.00 |
| Vanillin (clove oil) | 2.10@ | 2.20 | Glycerin, C. P. drms. | .12 1/2@ .15 1/4 |
| (guaiacol) | 2.00@ | 2.10 | Gum Arabic, white | .23@ .25 |
| Pure, crystal | 2.00@ | 2.10 | Amber | .09 3/4@ .11 |
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| Beta | 5.50@ | 8.00 | Gum galbanum | .90@ 1.05 |
| Methyl | 5.25@ | 8.00 | Gum myrrh | .45@ .50 |
| Yara Yara (methyl ester) | 1.50@ | 1.75 | Henna, powd. | .11@ .14 |
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| Tonka Beans, Surinam | 1.15@ | 1.30 | Labdanum | 3.25@ 5.00 |
| Angostura | 2.40@ | 2.65 | Lanolin, hydrous | .17@ .20 |
| Vanilla Beans | | | anhydrous | .20@ .24 |
| Mexican, whole | 4.75@ | 5.00 | Magnesium, Carbonate | .06 3/4@ .07 1/2 |
| Mexican, cut | 4.10@ | 4.25 | Stearate | .19@ .25 |
| Bourbon, whole | 4.75@ | 5.25 | Musk, ounce | 21.00@ 28.00 |
| South American | 3.95@ | 4.05 | Olibanum, tears | .16@ .28 |
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| Almond meal | .25@ | .27 | Orris root, powd. | .11@ .16 |
| Ambergris, ounce | 23.00@ | 30.00 | Paraffin | .03@ .04 3/4 |
| | | | Petrolatum, white | .06 1/4@ .08 1/2 |
| | | | Quince seed | .70@ .90 |
| | | | Rice starch | .08@ .09 1/2 |
| | | | Rose leaves, red | 2.15@ 2.25 |
| | | | Rose water, djn. | 4.75@ 5.00 |
| | | | Rosin, M. bbls. | 5.40@ |
| | | | Salicylic acid | .35@ .40 |
| | | | Saponin | 1.70@ 1.75 |
| | | | Soap, neutral white | .19@ .23 |
| | | | Sodium, Carb. | |
| | | | 58% light, 100 pounds | 1.35@ 2.35 |
| | | | Hydroxide, 76% solid, 100 pounds | 2.60@ 3.75 |
| | | | Silicate, 40°, drums, works, 100 pounds | .80@ 1.20 |
| | | | Spermaceti | .22@ .25 |
| | | | Styrax | .48@ 2.00 |
| | | | Tartaric acid | .27 3/4@ .28 1/4 |
| | | | Titanium oxide | .20@ .22 |
| | | | Tragacanth, No. 1 | 2.50@ 3.00 |
| | | | Triethanolamine | .34 1/2@ .42 |
| | | | Violet flowers | 1.05@ 1.15 |
| | | | Zinc oxide, U. S. P. bbls. | .09 1/2@ .15 |
| | | | Peroxide | 1.10@ 1.75 |
| | | | Stearate | .21@ .28 |
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| | | | Tallow, N. Y. C. extra | .05 5/8@ |
| | | | Grease white | .06@ .06 1/4 |
| | | | Lard | .08@ .09 1/2 |
| | | | Cocoonut Oil, tanks | .07 3/8@ |
| | | | Corn oil, distilled, bbls. | .09 1/4@ .09 3/4 |
| | | | Red Oil, distilled, tanks | .07 1/2@ Nominal |
| | | | White, drums | .11 1/4@ Nominal |
| | | | Stearic acid | |
| | | | Triple pressed | .13 1/4@ .14 1/4 |
| | | | Saponified | .13 1/2@ .14 1/2 |
| | | | Castor No. 1, tanks | .09@ |
| | | | Cocoonut, Manila Grade, tanks | .02 7/8@ .03 |
| | | | Corn, crude, Midwest mill, tanks | .06 3/8@ .06 5/8 |
| | | | Cotton, crude, Southeast, tanks | .06 1/4@ |
| | | | Lard, common No. 1, bbls. | .08 1/2@ |
| | | | Palm, Niger, casks | .03 3/4@ .03 3/4 |
| | | | Palm, kernel, bulk, ship | .03 1/4@ Nominal |
| | | | Peanut Refined, barrels | .10@ .10 1/4 |
| | | | Tallow, acidless, barrels | .08 1/4@ |

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